Canadian Attitudes Toward International Trade

Survey Findings

MAY 6, 2003
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1. Broad Environment

2. Benefits of Trade

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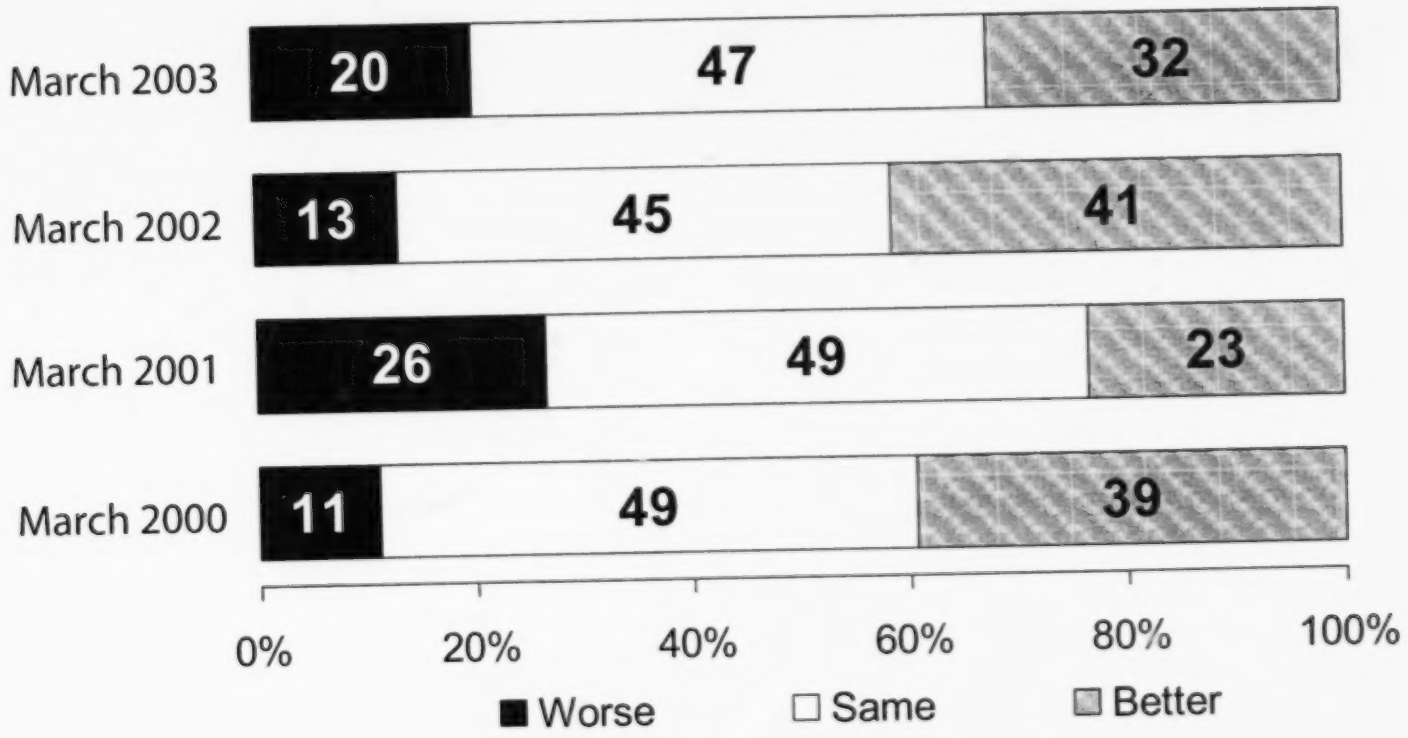
METHODOLOGY

- **National random sample survey of 1,211 Canadians**
  - Telephone interviews conducted from February 27 to March 7, 2003
  - Pan-Canadian results are accurate to within +/- 2.8 percentage points, at a confidence level of 95 percent
  - Error margins are larger for regions and other subgroups
- **Presentation of findings**
  - Tracking data are included for comparison purposes from previous international trade surveys conducted for DFAIT
  - Many questions were asked on a 7-point scale; data are presented here with results on the low (1 to 3) and high (5 to 7) ends of the scale collapsed and midpoint results (4) on their own
  - In most cases, "don't know/no response" category not shown

1. Broad Environment

SHORT-TERM ECONOMIC OPTIMISM

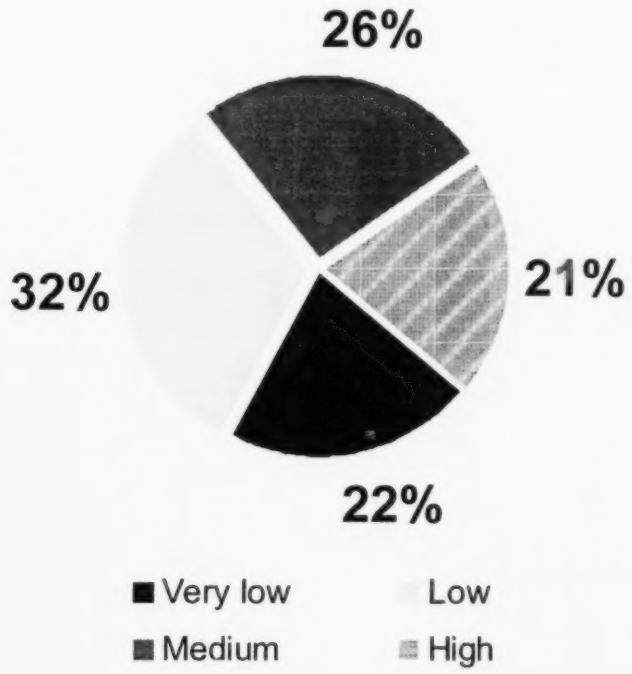
Q. Over the next year or so, do you think the economy will be doing better, worse or about the same?



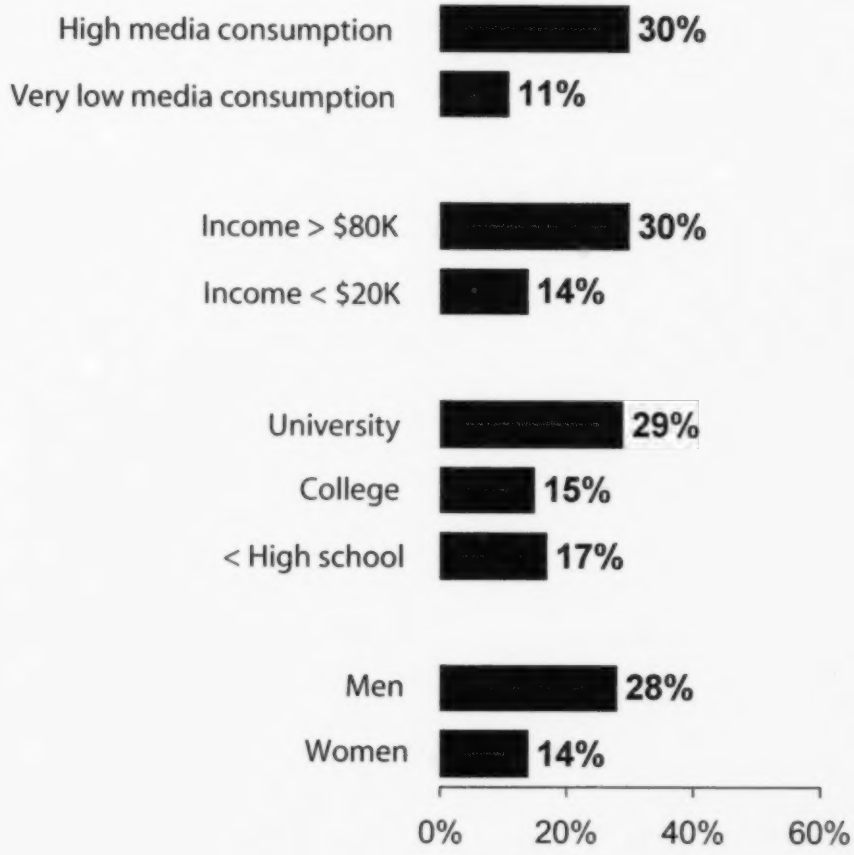
{Base: All respondents, n=1,211}

TRADE LITERACY—SUMMARY INDEX

Summary index created by scoring correct answers



Demographic Variables—"High" literacy



{Base: All respondents, n=1,211}

International Trade Survey 2003

2. Benefits of Trade

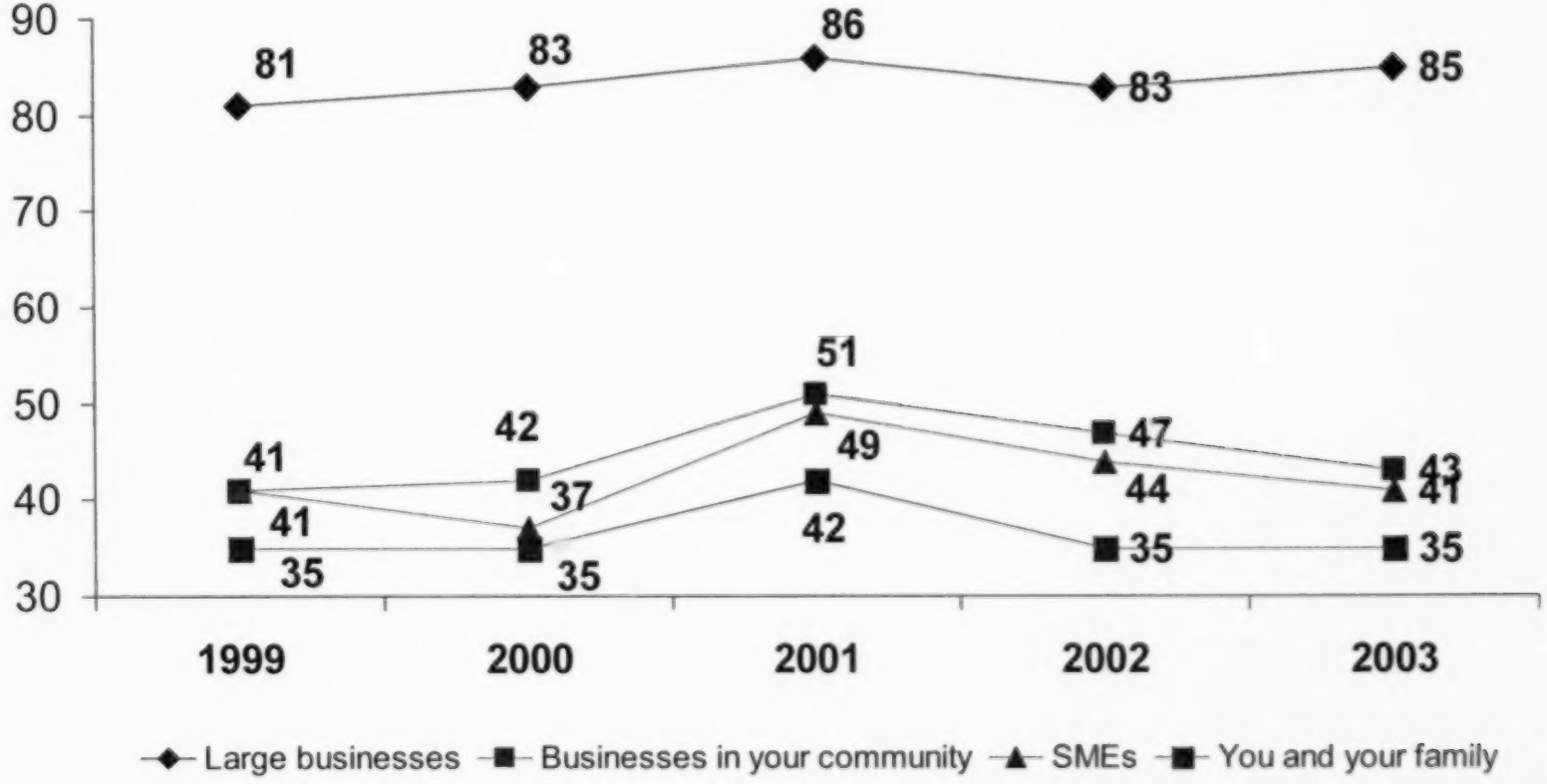
IMPORTANCE TO CANADA'S ECONOMY

Q. Over the past 10 years, do you think international trade has become less or more important in terms of its contribution to Canada's economy?

{Base: All respondents, n=1,211}

TRACKING PERCEIVED BENEFITS OF TRADE

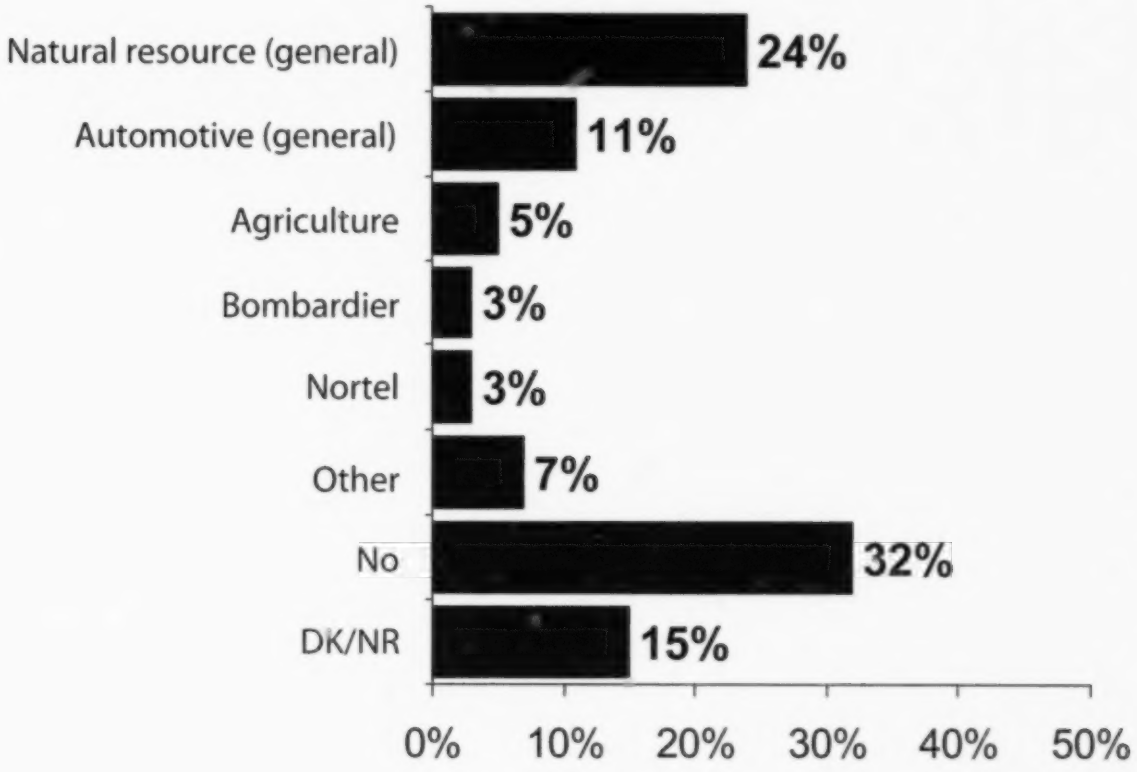
Q. To what extent would you say international trade benefits each of the following?



{Base: Those saying "to a great extent"}

LOCAL BENEFITS OF TRADE

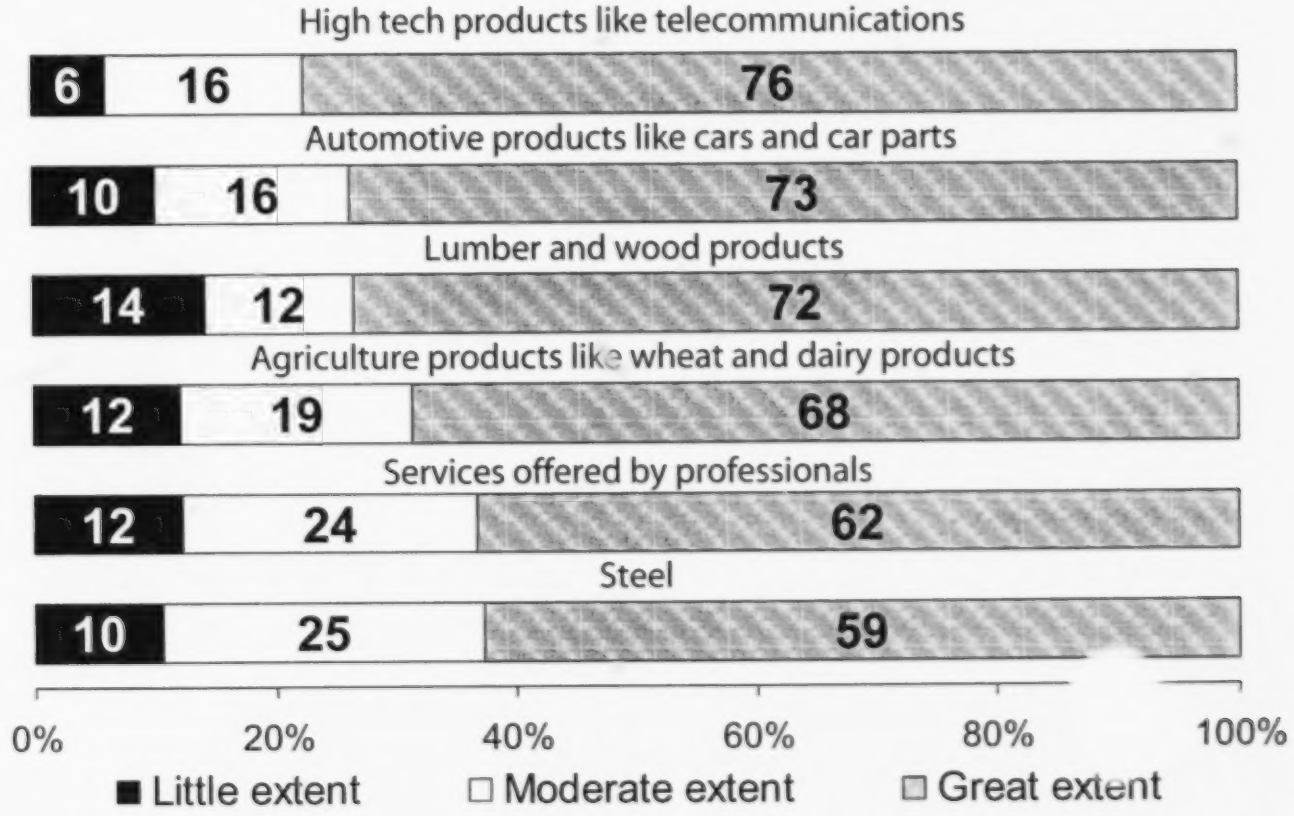
Q. Can you think of any specific businesses in your community that benefit from International trade?



{Base: All respondents, n=1,211}

BENEFITS OF TRADE - SECTORS

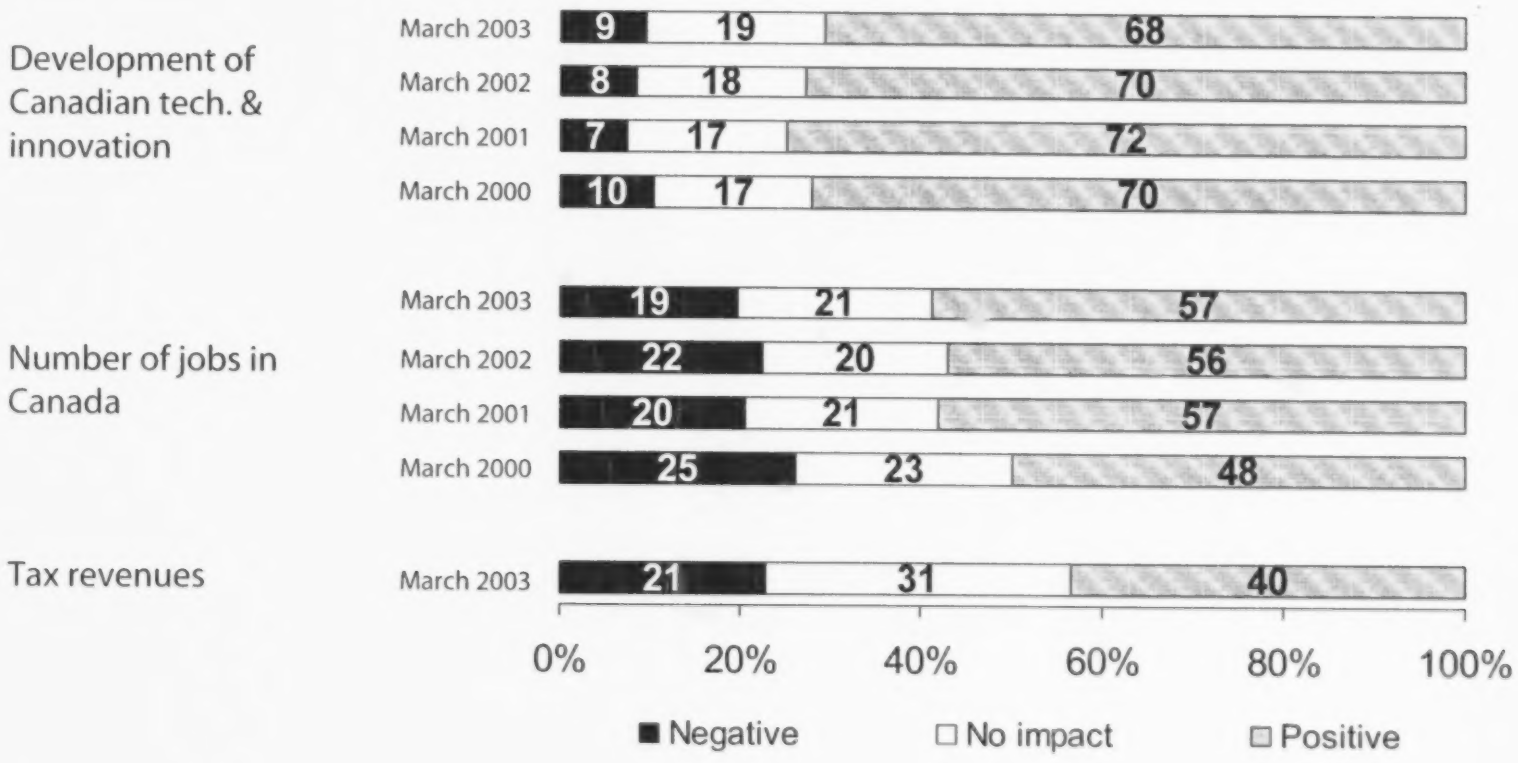
Q. To what extent would you say international trade benefits each of the following?



{Base: All respondents, n=1,211}

IMPACTS OF TRADE

Q. What impact do you think international trade has on each of the following?



{Base: All respondents, n=1,211}

INVESTMENT AND JOBS

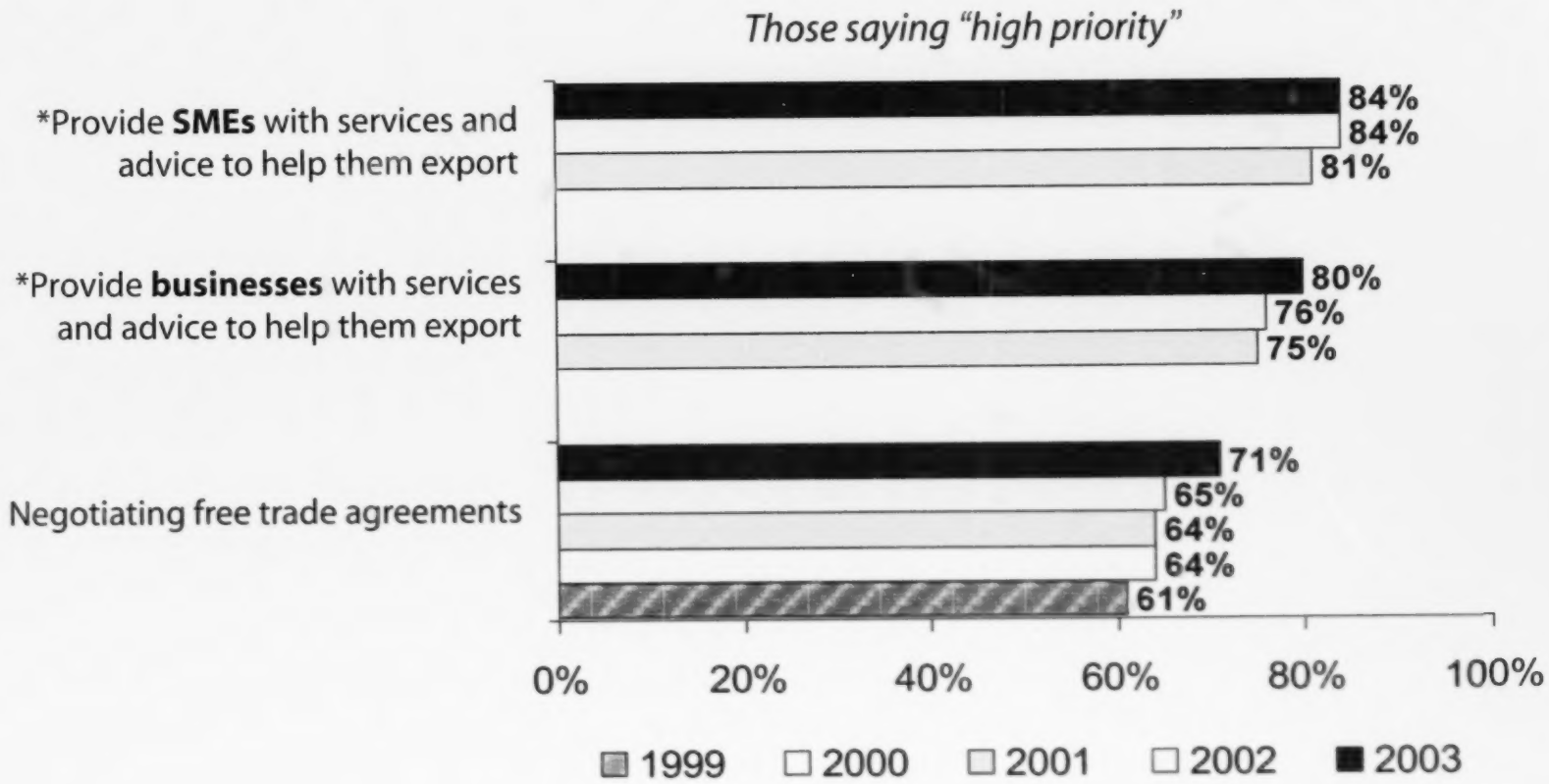
Q. I would like you to tell me what impact you think each of the following has on Canadian jobs.

{Base: All respondents, n=1,211}

3. Government Role

TRADE PRIORITIES

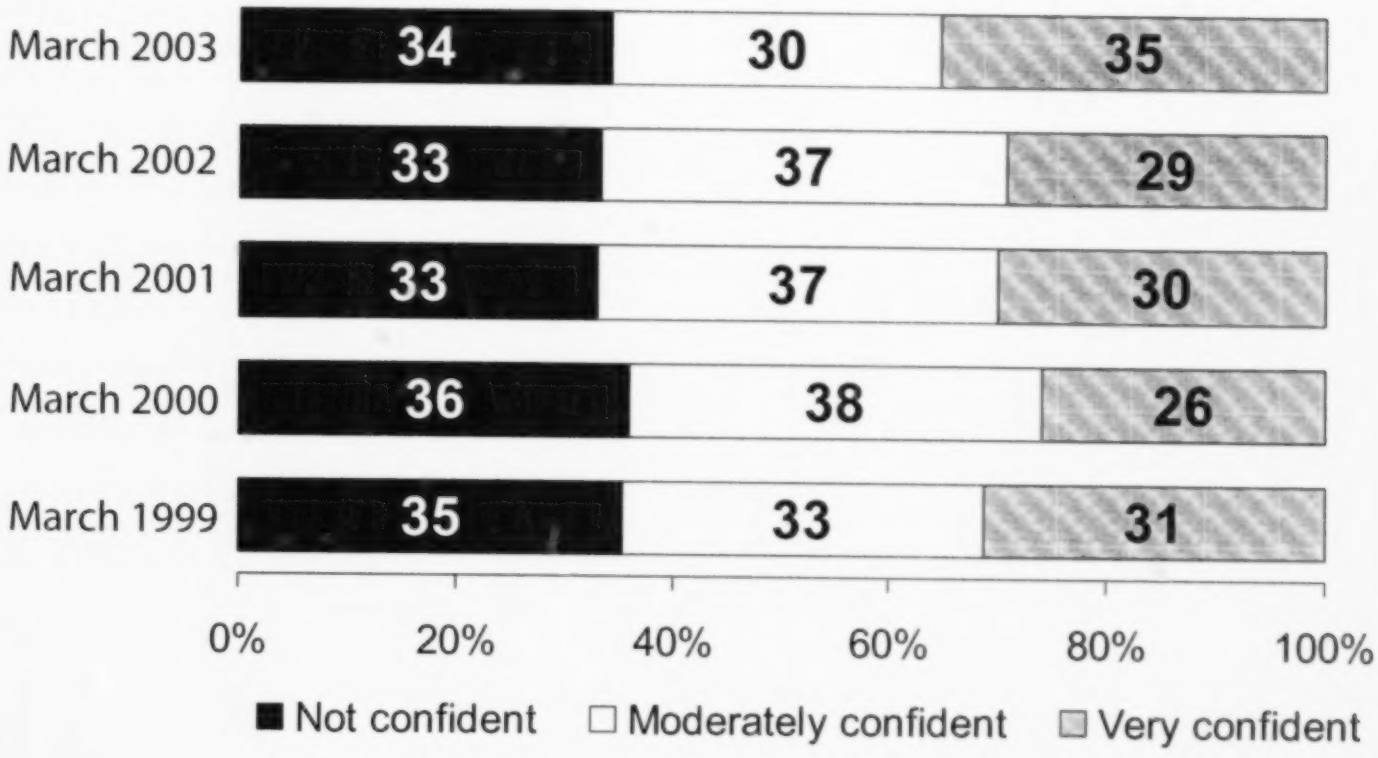
Q. What priority do you think the Government of Canada should place on each of the following?



{Base: All respondents, n=1,211; * = Half sample}

GOVERNMENT AS STEWARD OF CANADIAN INTERESTS

Q. How confident are you in the Government of Canada's ability to look out for the best interests of Canadians when negotiating trade deals with other countries?



{Base: All respondents, n=1,211}

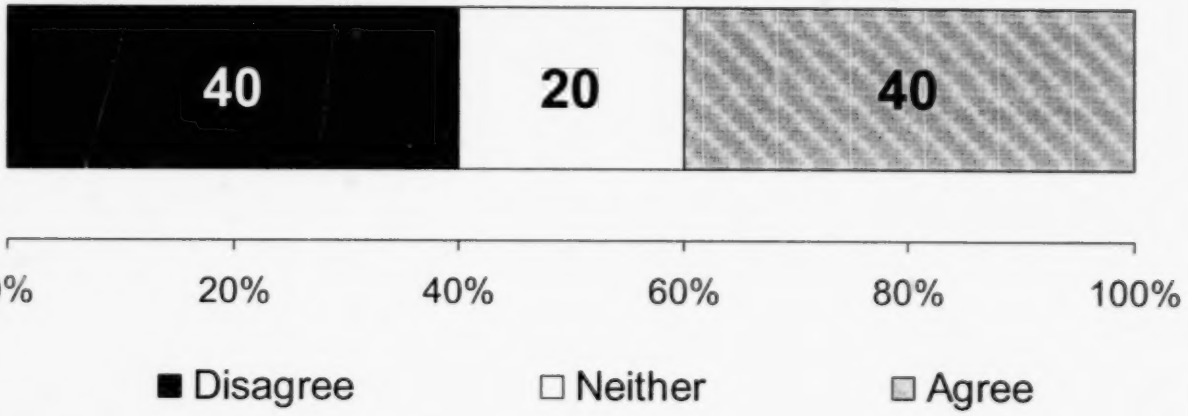
4. Canada/U.S. Relations

RELIANCE ON U.S. TRADE

Q. Please tell me the extent to which you agree with the following statements

It's unwise to have so much reliance on one trading partner, and we should seek to develop other markets for our goods and services

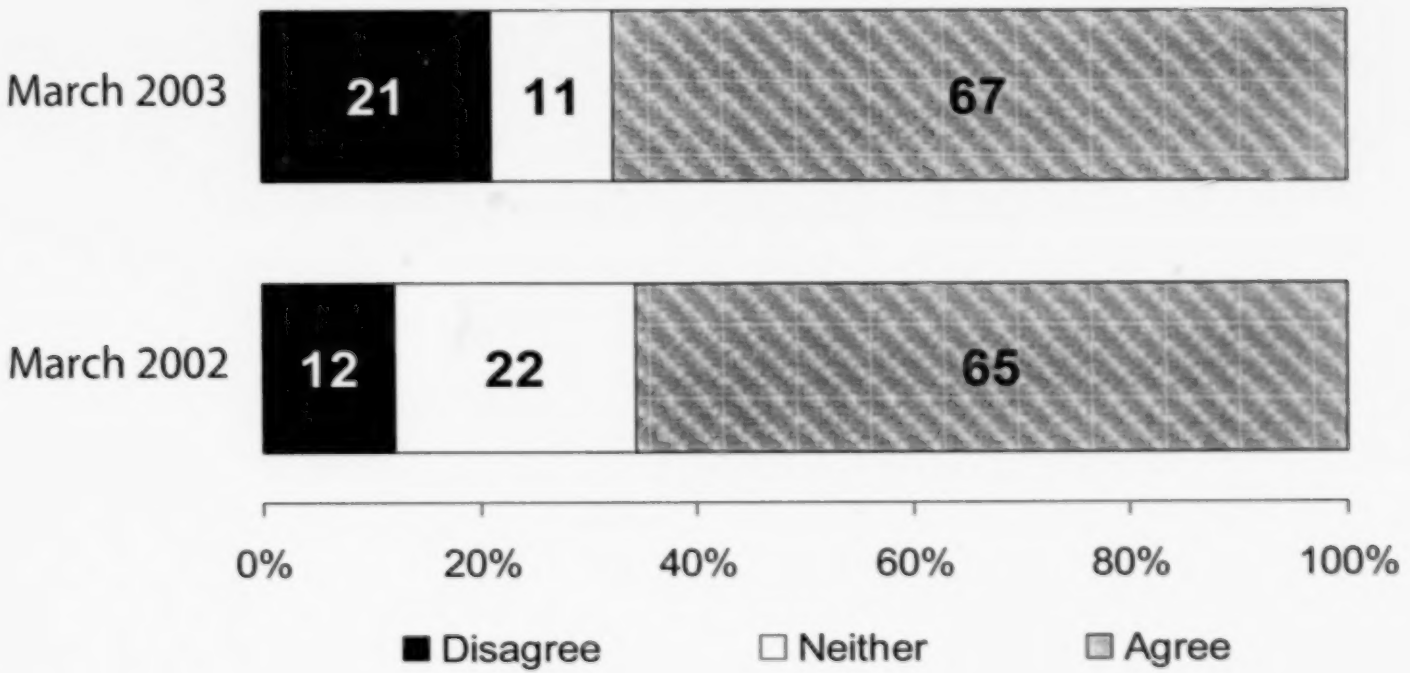
Since the U.S. is our closest neighbour and we share much in the way of language and culture with them, most of our exports should go there



{Base: All respondents, n=1,211}

U.S. DOMINANCE IN TRADE DISPUTES?

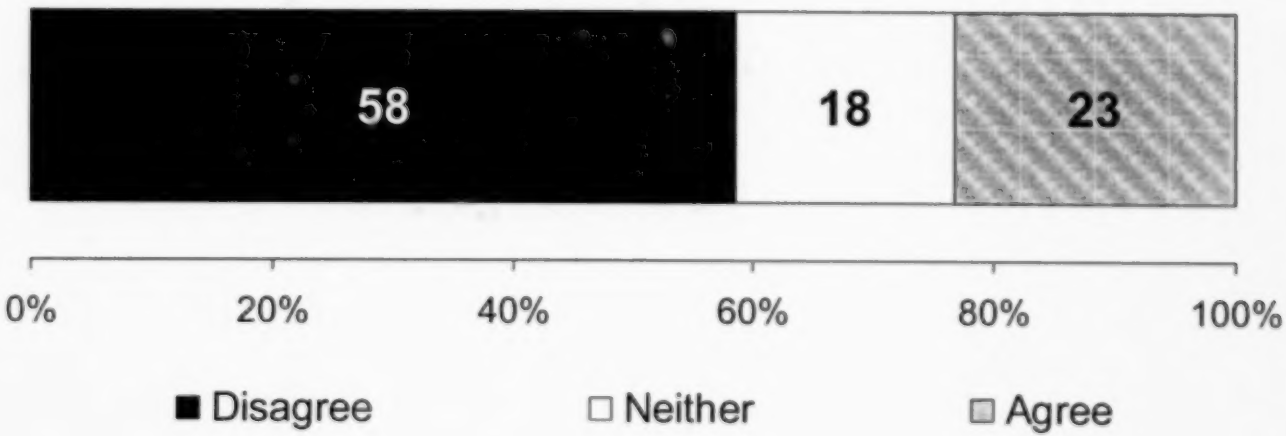
Q. The U.S. is so large and powerful it inevitably gets the better of Canada in trade agreements and during trade disputes.



{Base: All respondents, n=1,211}

PERCEPTION OF EQUALITY IN TRADE AGREEMENTS

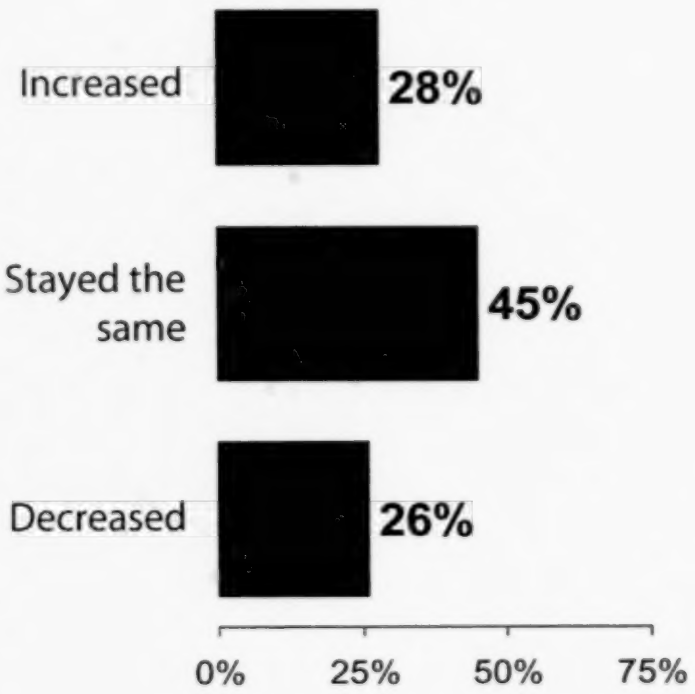
Q. Because trade agreements are based on an established set of rules for all to follow, Canada is on an even footing with the United States when it comes to trade and resolving disputes.



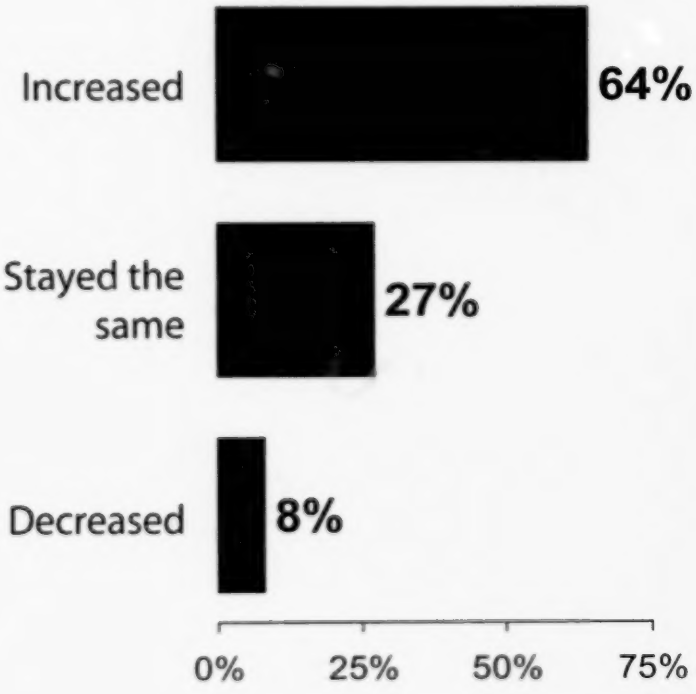
{Base: All respondents, n=1,211}

ECONOMIC INFLUENCE

Q. Over the past 10 years or so, do you think that Canada's economic influence in the United States has increased, decreased or stayed the same?



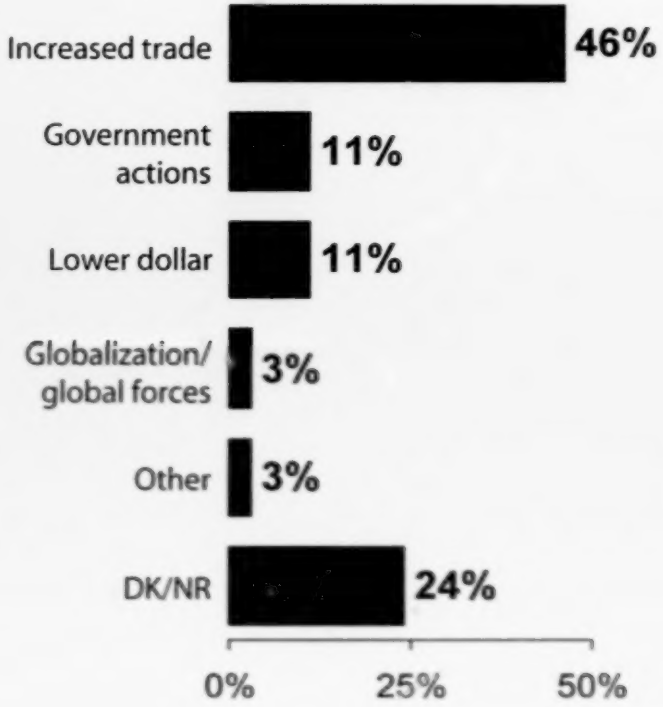
Q. What about the United States' economic influence in Canada? Do you think it has increased, decreased or stayed the same?



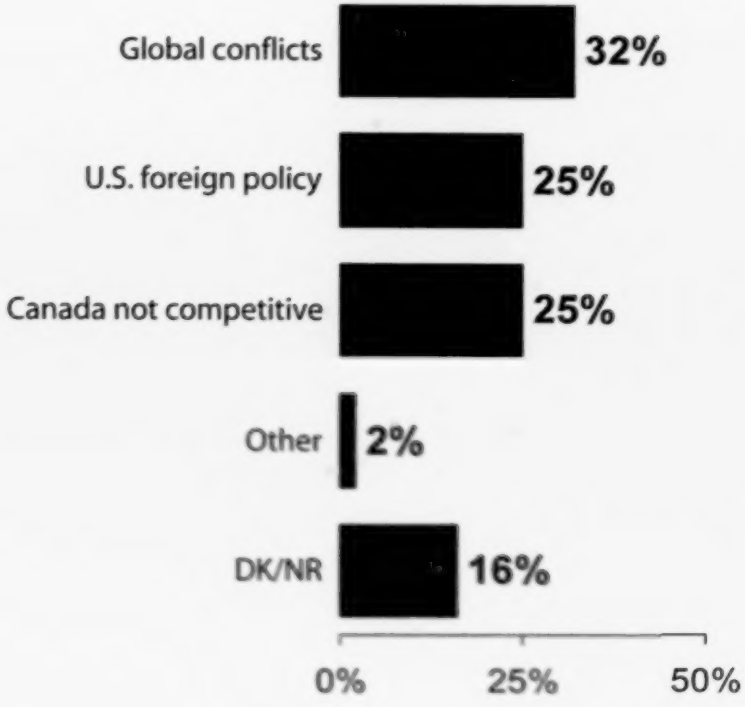
{Base: All respondents, n=1,211}

CANADIAN INFLUENCE

Q. What would you say is the main reason Canada's influence has increased?



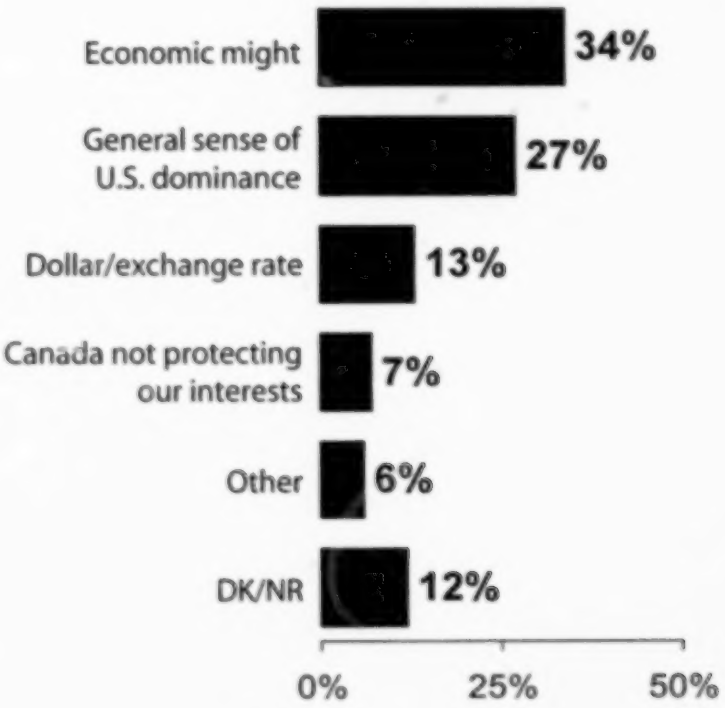
Q. What would you say is the main reason Canada's influence has decreased?



{Base: Those who said Increased, n=338; Those who said decreased, n=315}

UNITED STATES INFLUENCE

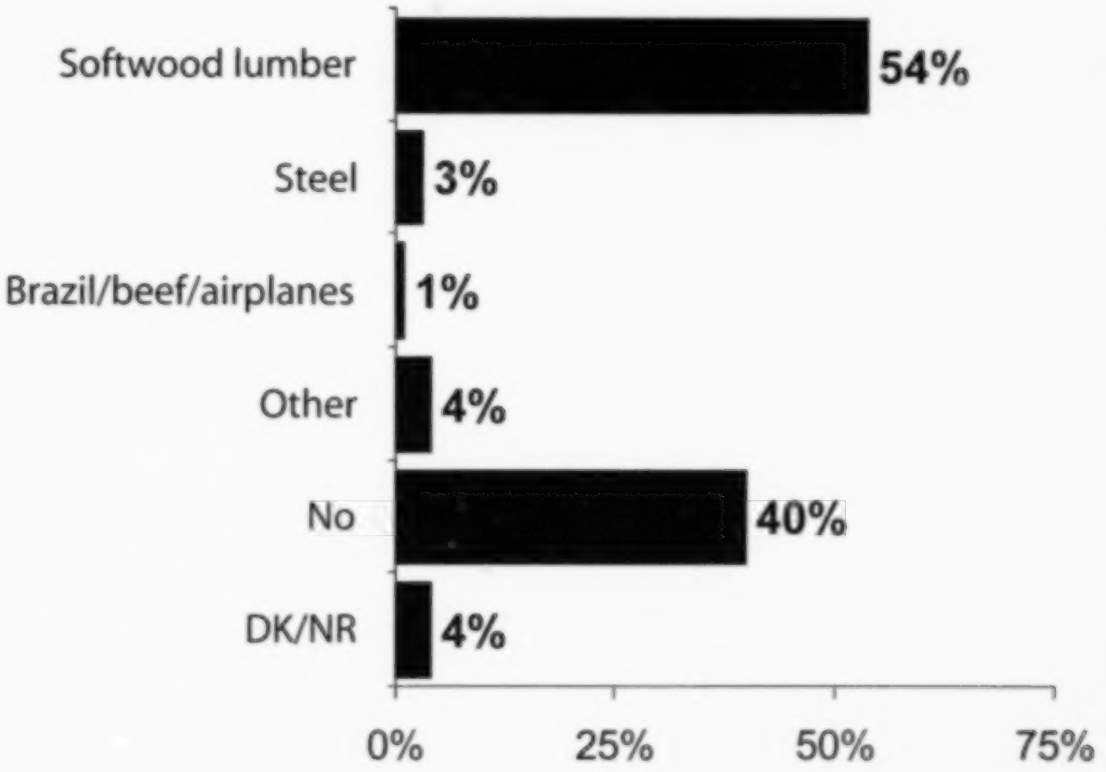
Q. What would you say is the main reason the United States' influence has increased?



{Base: Those who said Increased, n=1,211}

AWARENESS OF TRADE DISPUTES

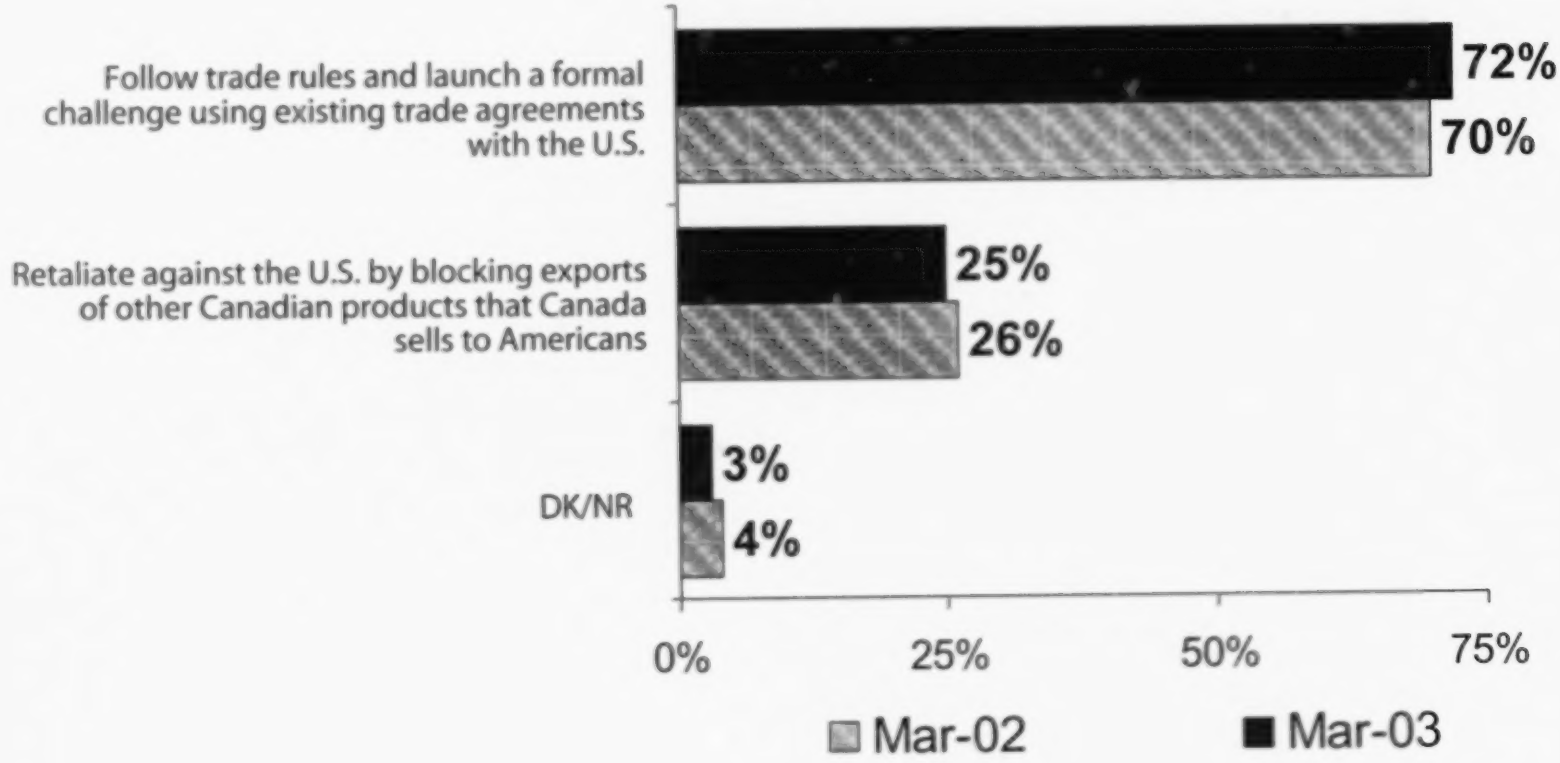
Q. Have you read or heard anything over the past few months about trade disputes? [If yes] What do you recall?



{Base: All respondents, n=1,117}

PREFERRED COURSE OF ACTION IN SOFTWOOD DISPUTE

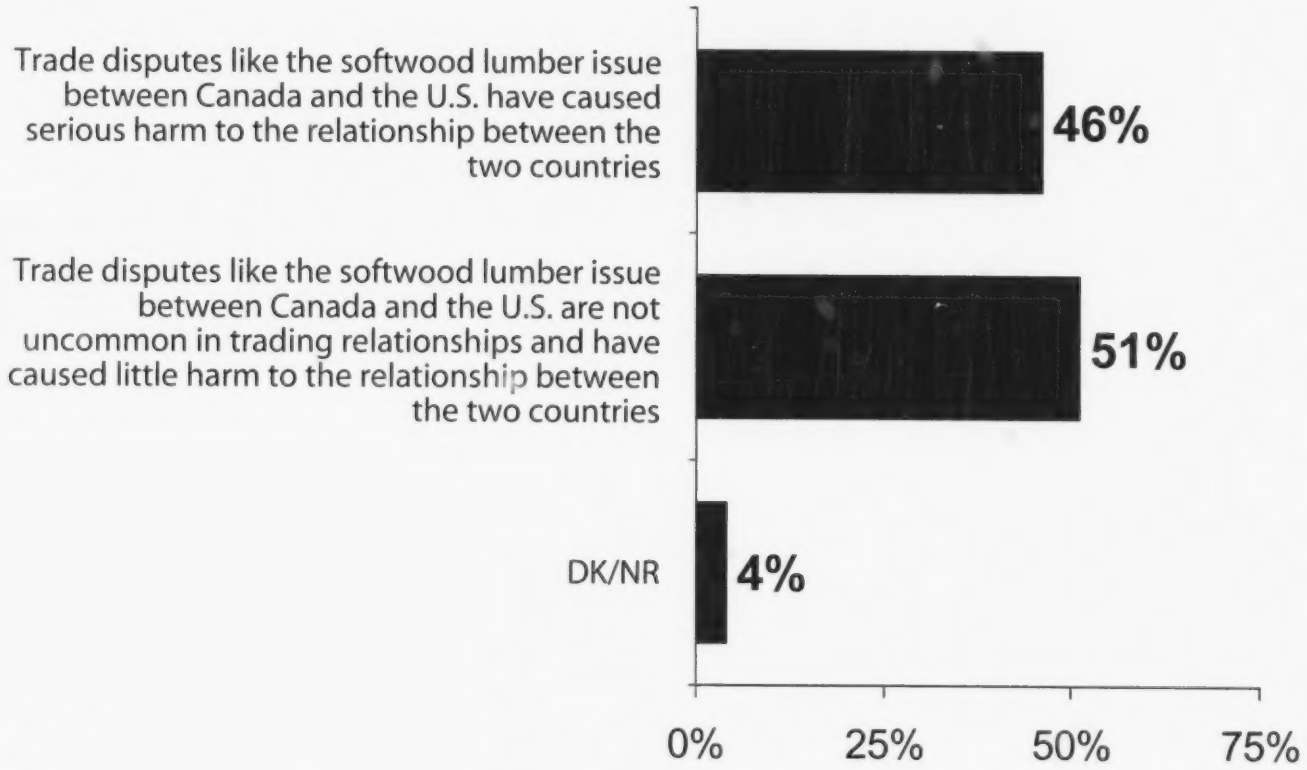
Q. There has been an ongoing dispute between Canada and the U.S. around softwood lumber. Do you think Canada should…?



{Base: All respondents, n=1,211}

IMPACT OF SOFTWOOD TRADE DISPUTES

Q. Which one of the following statements is CLOSEST to you own personal view?

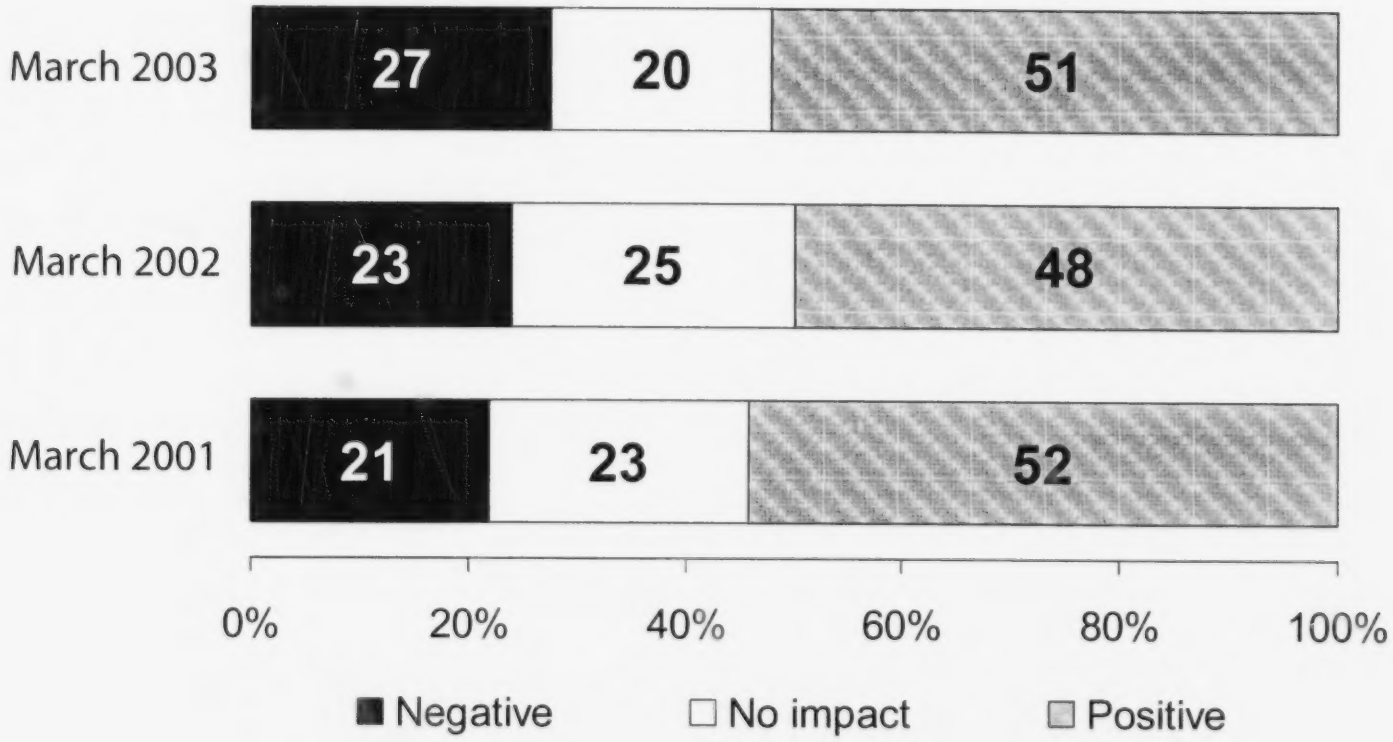

Trade disputes like the softwood lumber issue between Canada and the U.S. have caused serious harm to the relationship between the two countries
46%
Trade disputes like the softwood lumber issue between Canada and the U.S. are not uncommon in trading relationships and have caused little harm to the relationship between the two countries
51%
DK/NR
4%
0%
25%
50%
75%

{Base: All respondents, n=1,211}

5. Developing Countries

TRADE AND DEVELOPING COUNTRIES

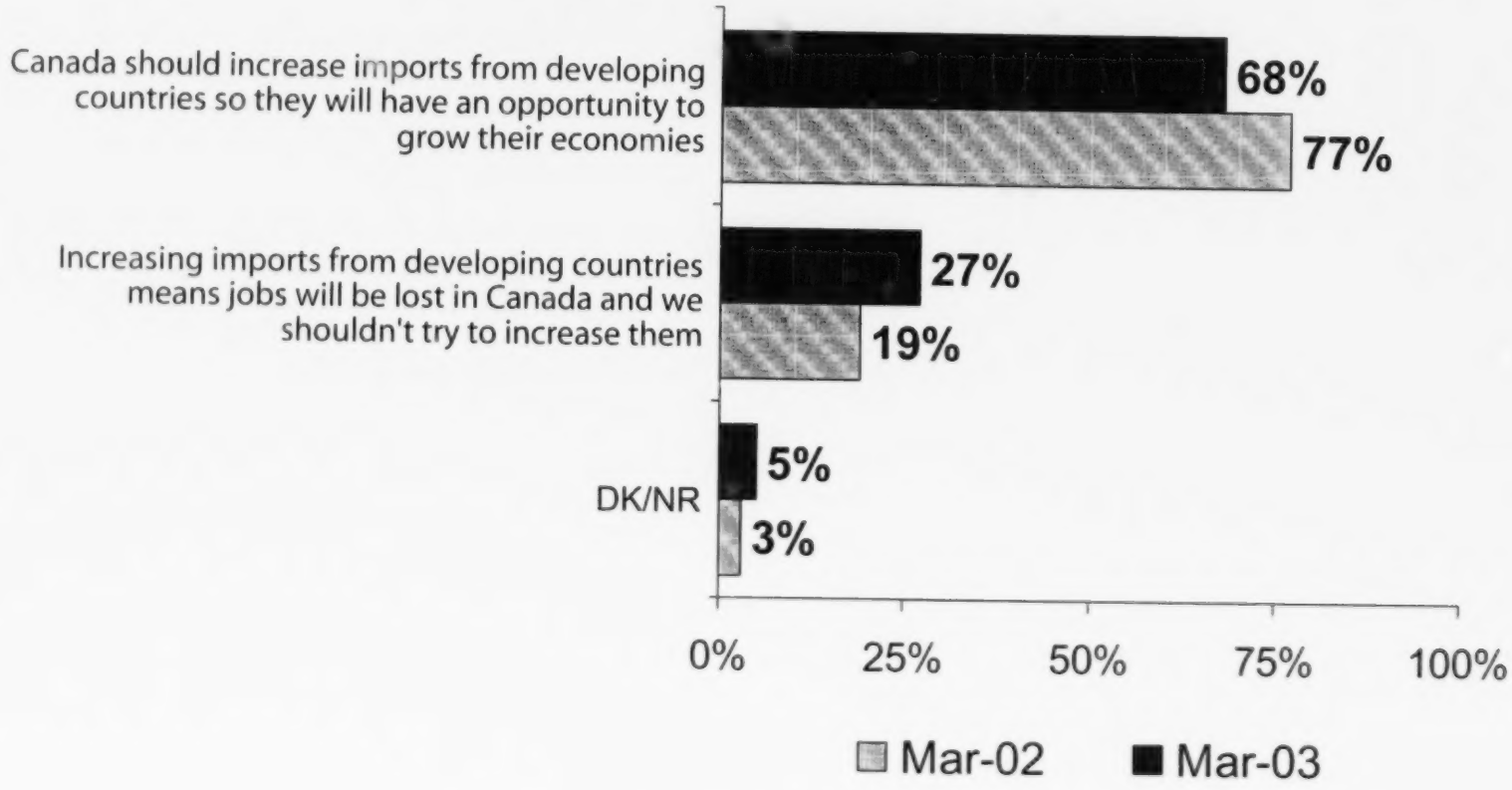
Q. What impact does international trade have on developing countries?



{Base: All respondents, n=1,211}

IMPACT OF INCREASED IMPORTS

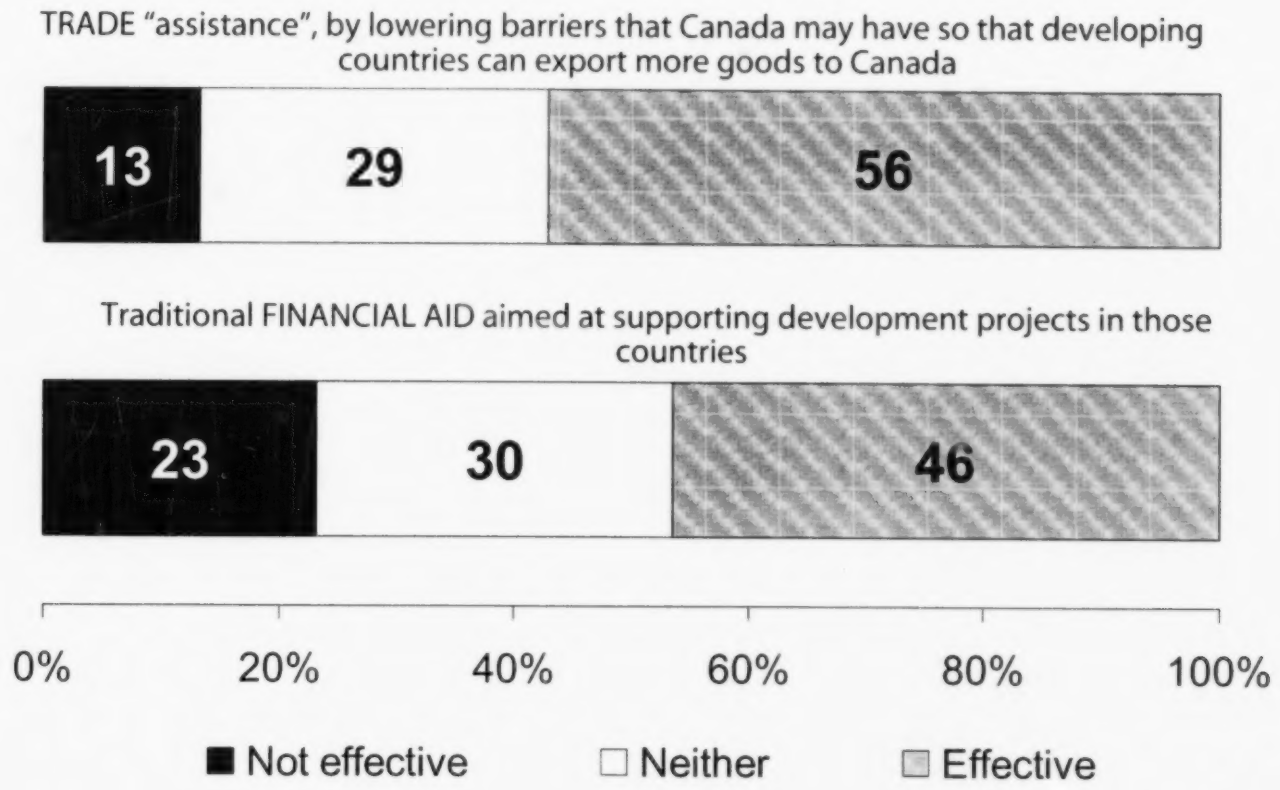
Q. Which of the following two statements is closest to your point of view?



{Base: All respondents, n=1,211}

APPROACH FOR ASSISTING DEVELOPING COUNTRIES

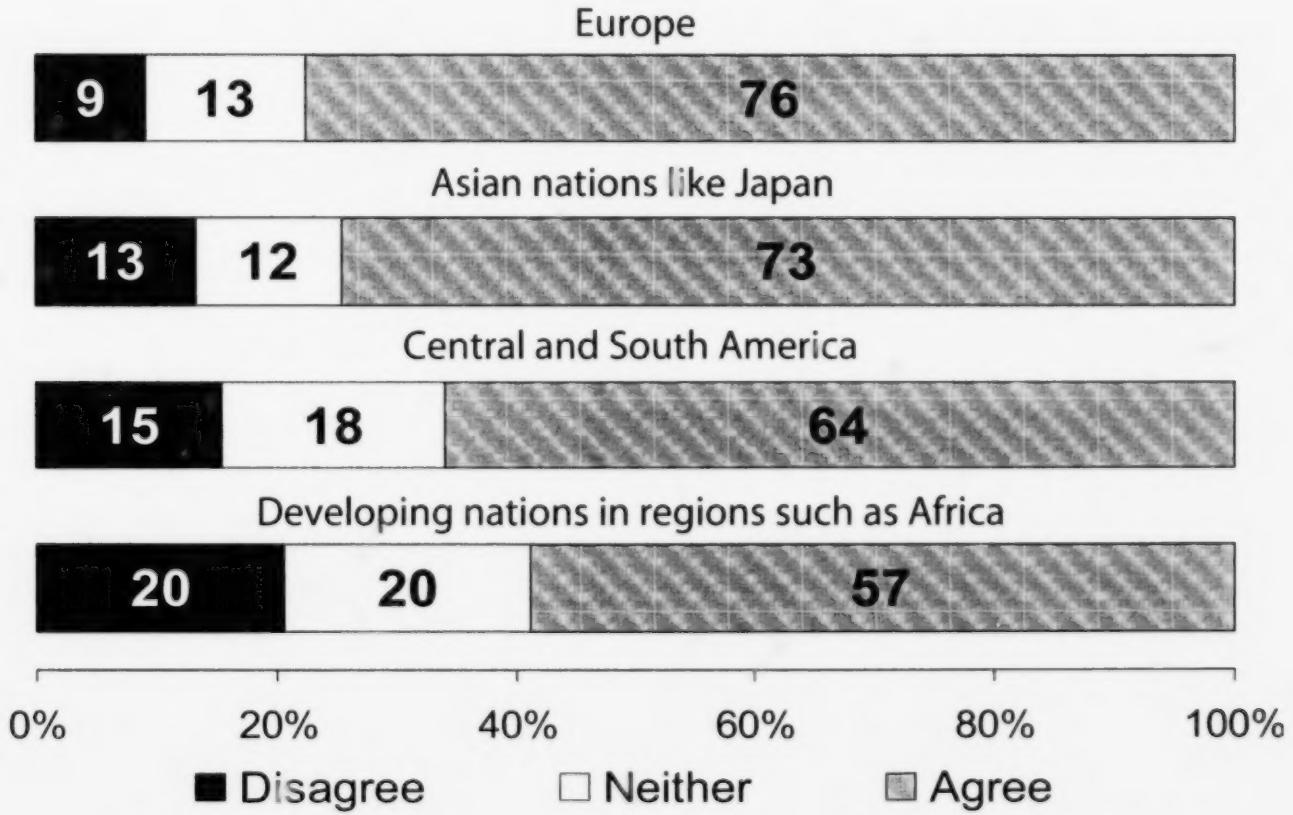
Q. In assisting developing countries, how effective is…?



{Base: All respondents, n=1,211}

FREE TRADE ARRANGEMENTS

Q. Please tell me whether you agree or disagree that there should be free trade between Canada and each of the following parts of the world.

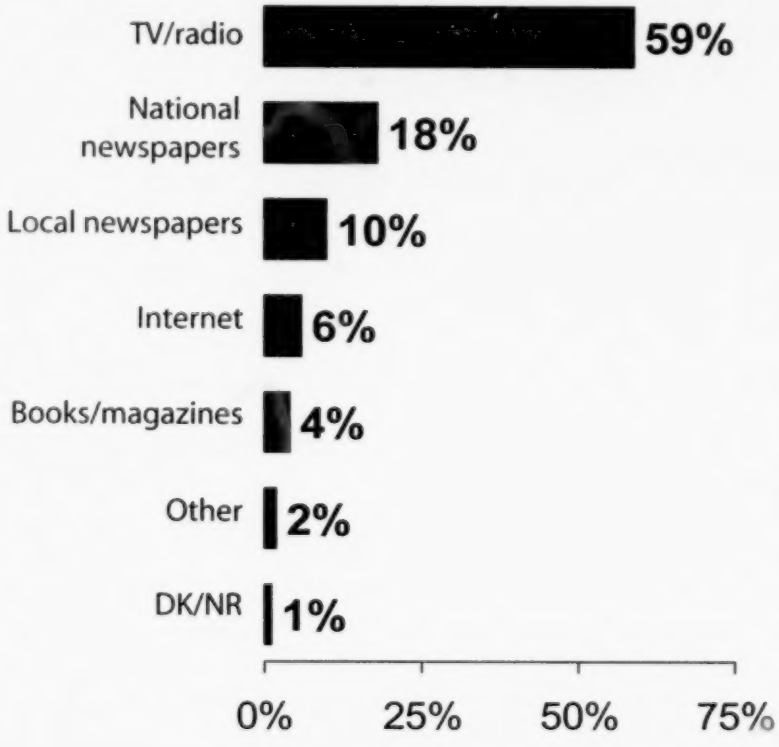


{Base: All respondents, n=1,211}

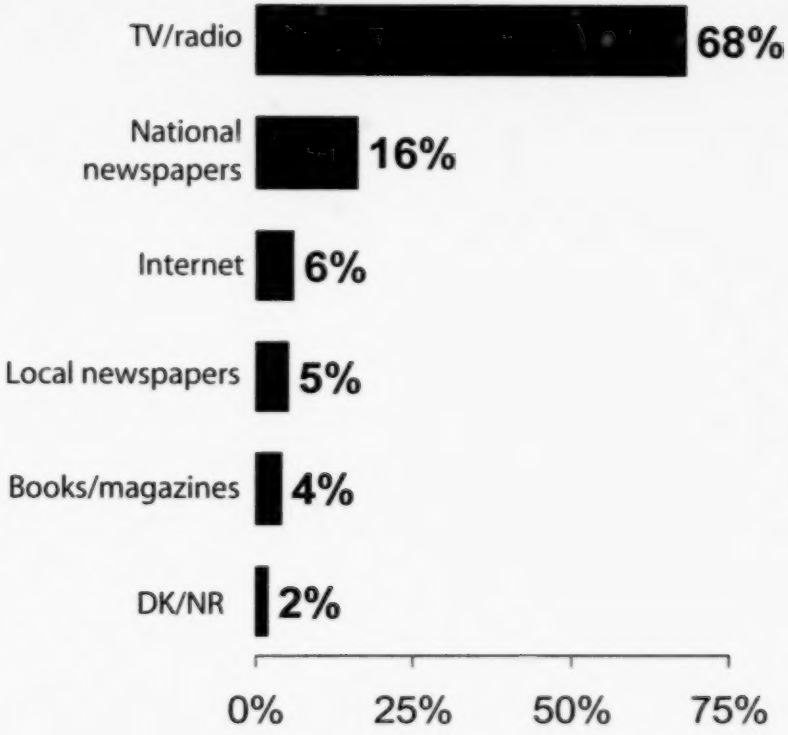
6. Media Consumption

NEWS CONSUMPTION

Q. Where would you say you get MOST of your news on issues like international trade, the economy and world events from?



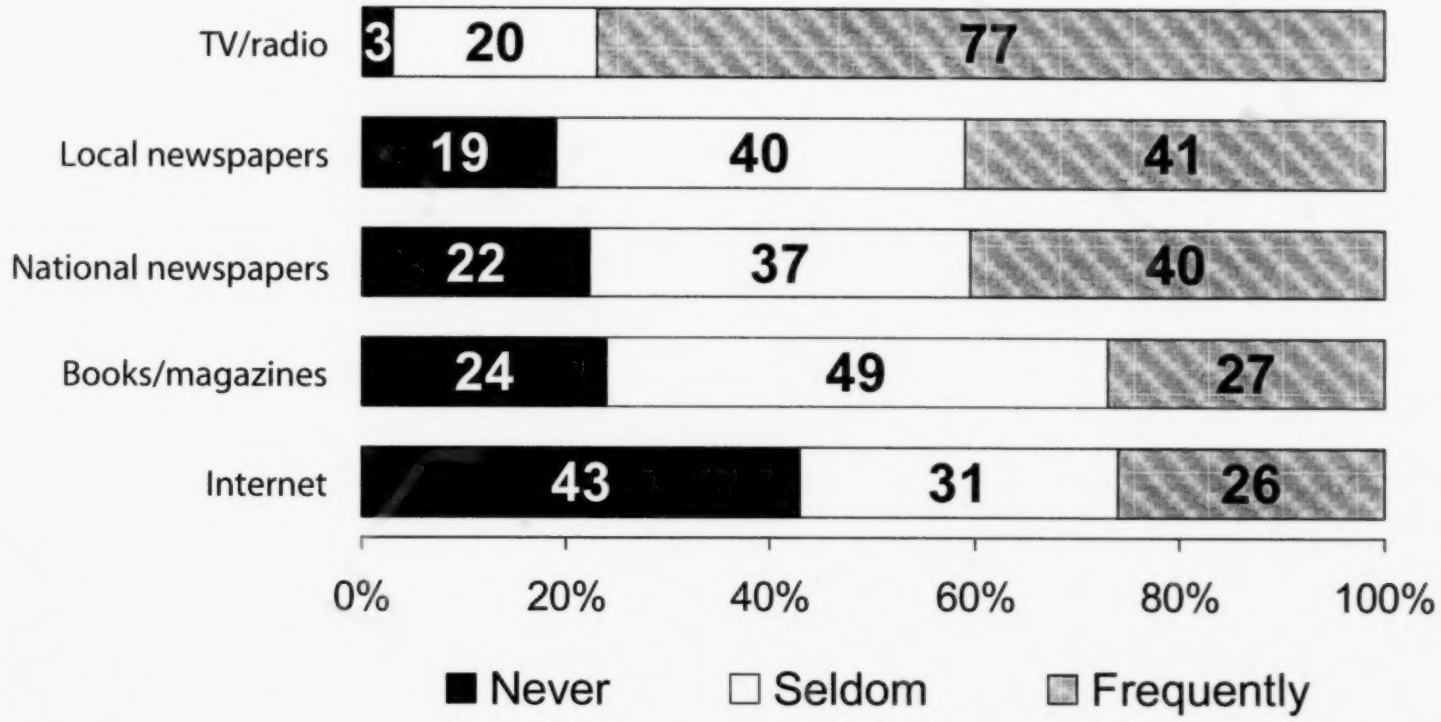
Q. Which source would you say is the most influential (on issues like international trade)?



{Base: All respondents, n=1,211}

NEWS CONSUMPTION

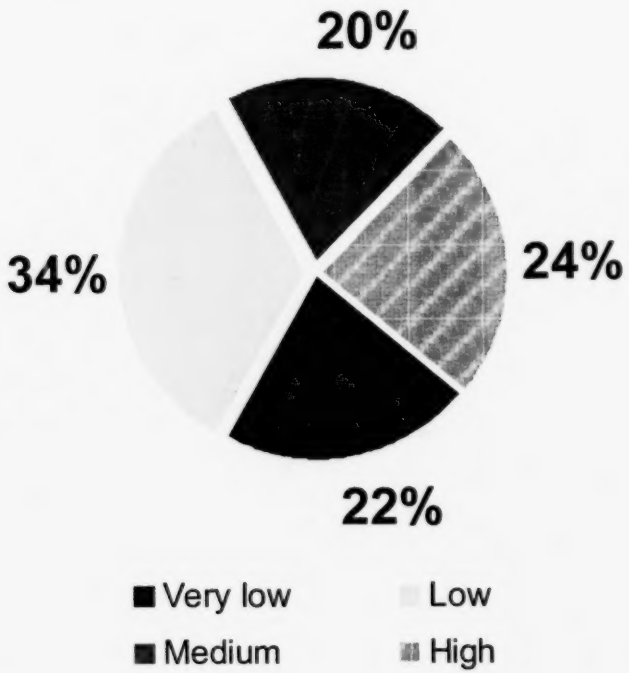
Q. To get information on international trade issues, how often do you use…?



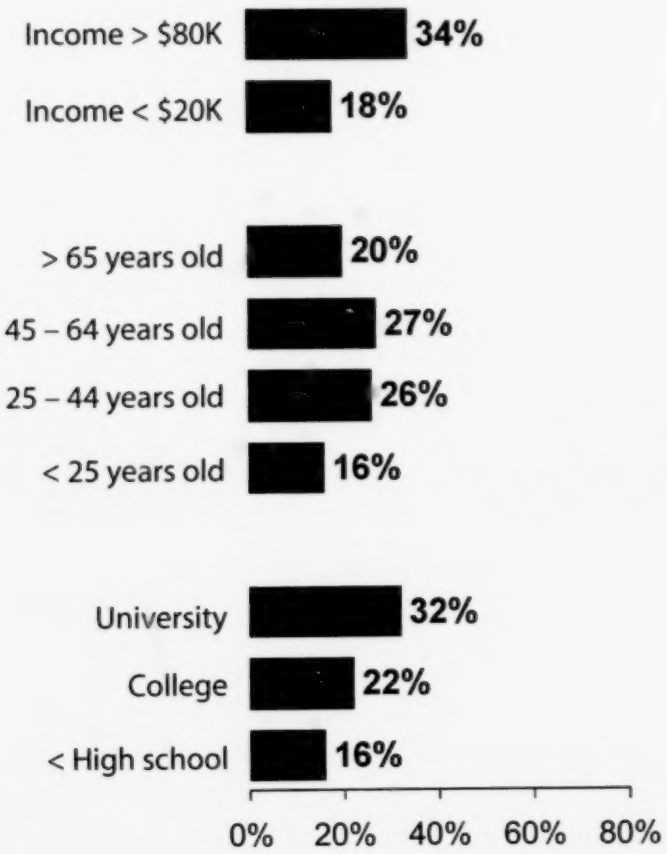
{Base: All respondents, n=1,211}

MEDIA CONSUMPTION—SUMMARY INDEX

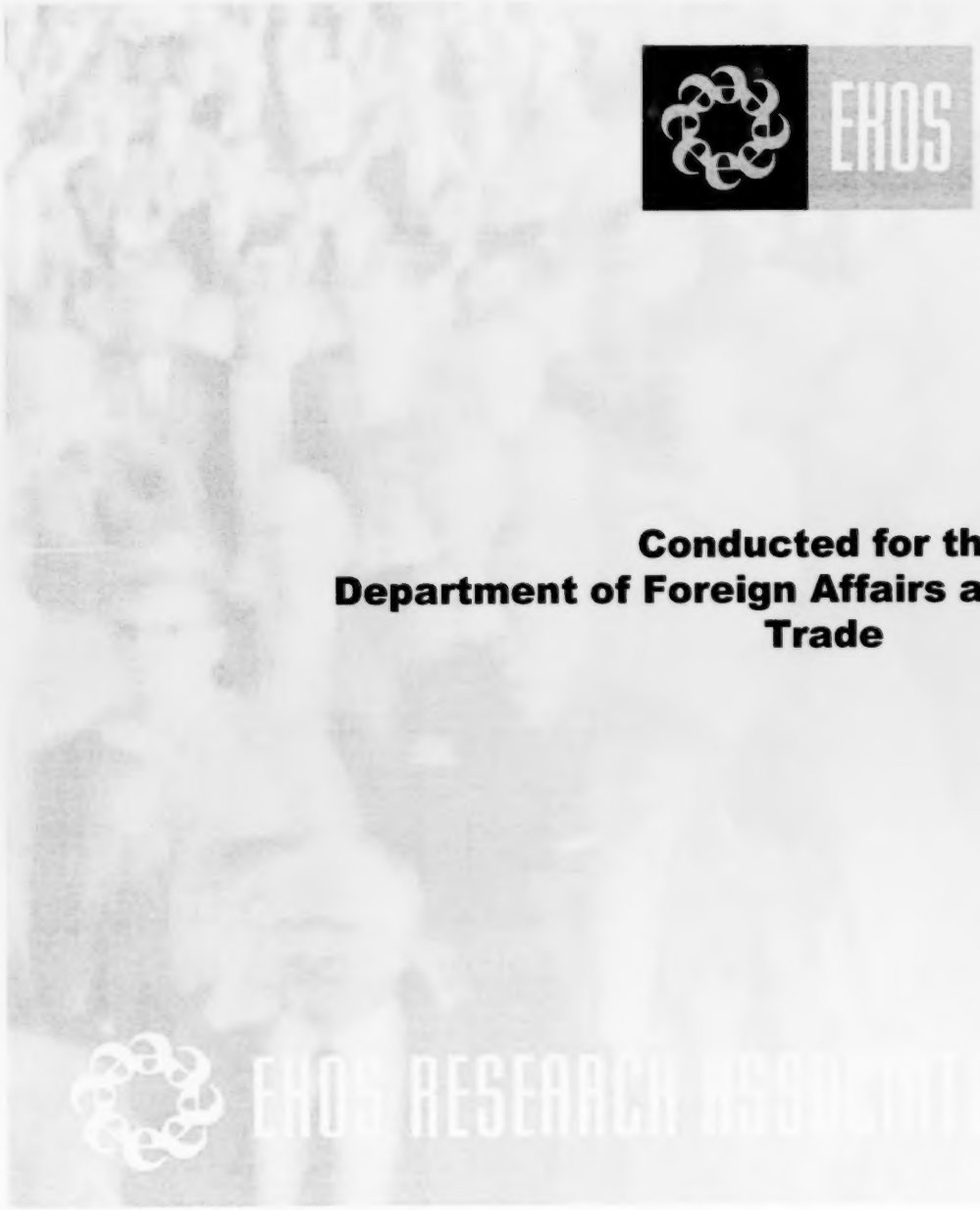
Summary index created by media consumption indicators



Demographic Variables— "High" media consumption



International Trade Survey 2003



Conducted for the
Department of Foreign Affairs and International Trade

Attitudes des Canadiens touchant le commerce international

Résultats de sondage

6 MAI 2003
WWW.EKOS.COM

TABLE DES MATIÈRES

1. Le contexte

2. Les avantages du commerce

3. Le rôle du gouvernement

4. Les relations canado-américaines

5. Les pays en développement

6. La consommation médiatique

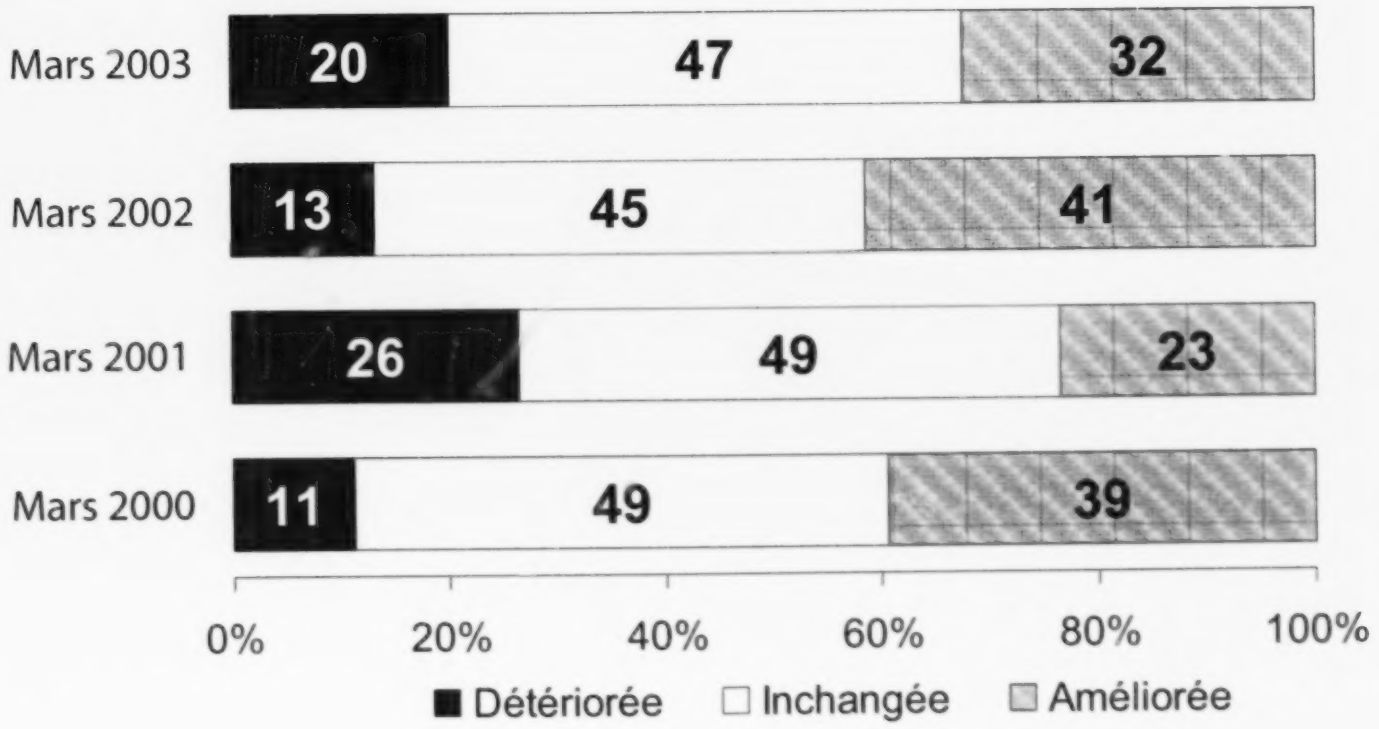
MÉTHODOLOGIE

- **Sondage national auprès d'un échantillon aléatoire de 1,211 Canadiens**
  - Entrevues téléphoniques réalisées du 27 février au 7 mars 2003
  - Résultats exacts pour l'ensemble à +/- 2,8 points de poucentage, le niveau de confiance se situant à 95 pour cent
  - Marges d'erreur plus fortes pour les régions et autres sous-groupes
- **Présentation des résultats**
  - Des données de suivi provenant de sondages antérieurs sur le commerce international effectués pour le compte du MAECI sont présentées à des fins de comparaison
  - Plusieurs questions comportaient une échelle de 7 points; les résultats sont regroupés ici en une tranche inférieure (1 à 3) et une tranche supérieure (5 à 7), le point milieu (4) apparaissant tel quel
  - La catégorie "ne sait pas/pas de réponse" n'est pas montrée la plupart du temps

1. Le contexte

OPTIMISME ÉCONOMIQUE À COURT TERME

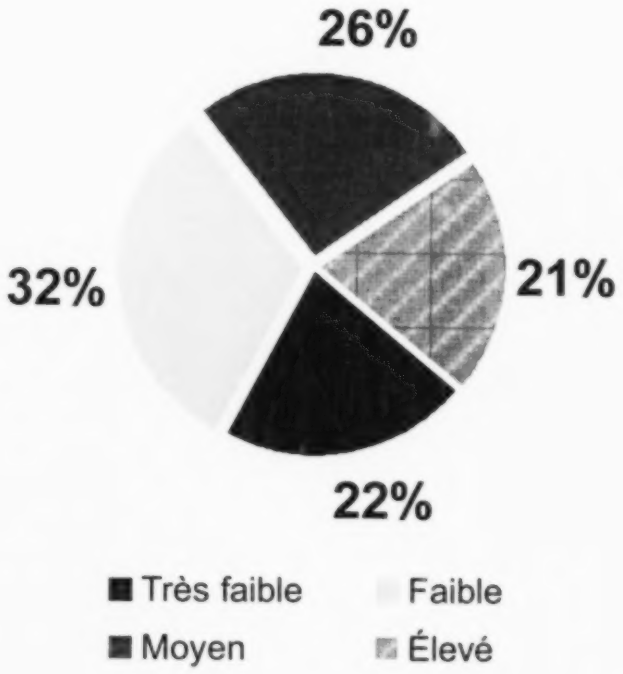
Q. D'ici environ un an, pensez-vous que l'économie se sera améliorée, détériorée ou qu'elle sera à peu près inchangée?



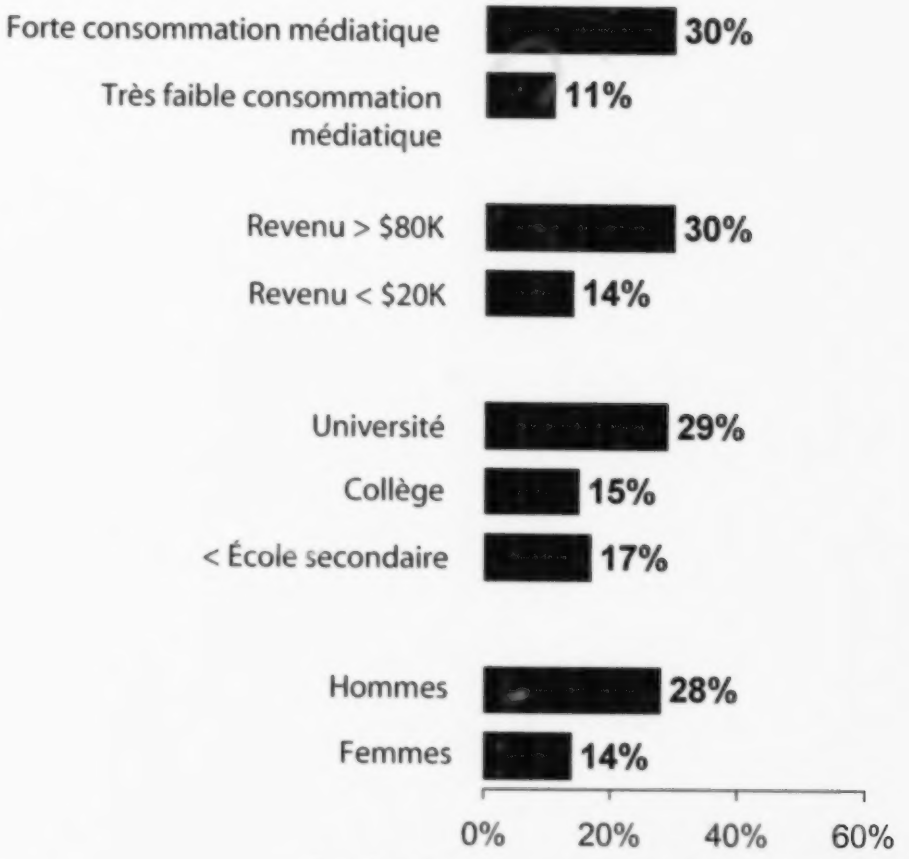
{Base: Ensemble des répondants, n=1,211}

SENSIBILISATION AU COMMERCE—RÉSUMÉ DE L'INDICE

Résumé de l'indice des bonnes réponses



Variables démographiques—"Sensibilisation élevée"



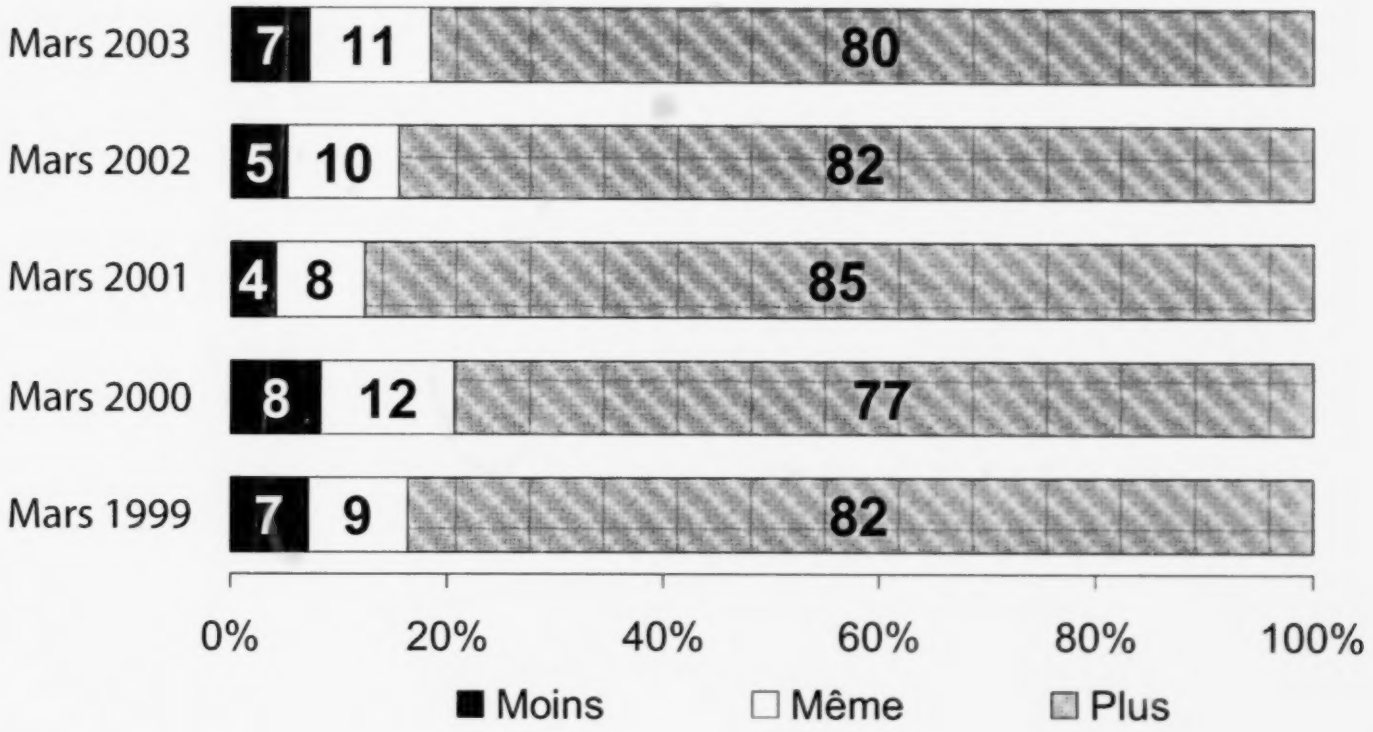
{Base: Ensemble des répondants, n=1,211}

Sondage sur le commerce international 2003

2. Les avantages du commerce

IMPORTANCE POUR L'ÉCONOMIE CANADIENNE

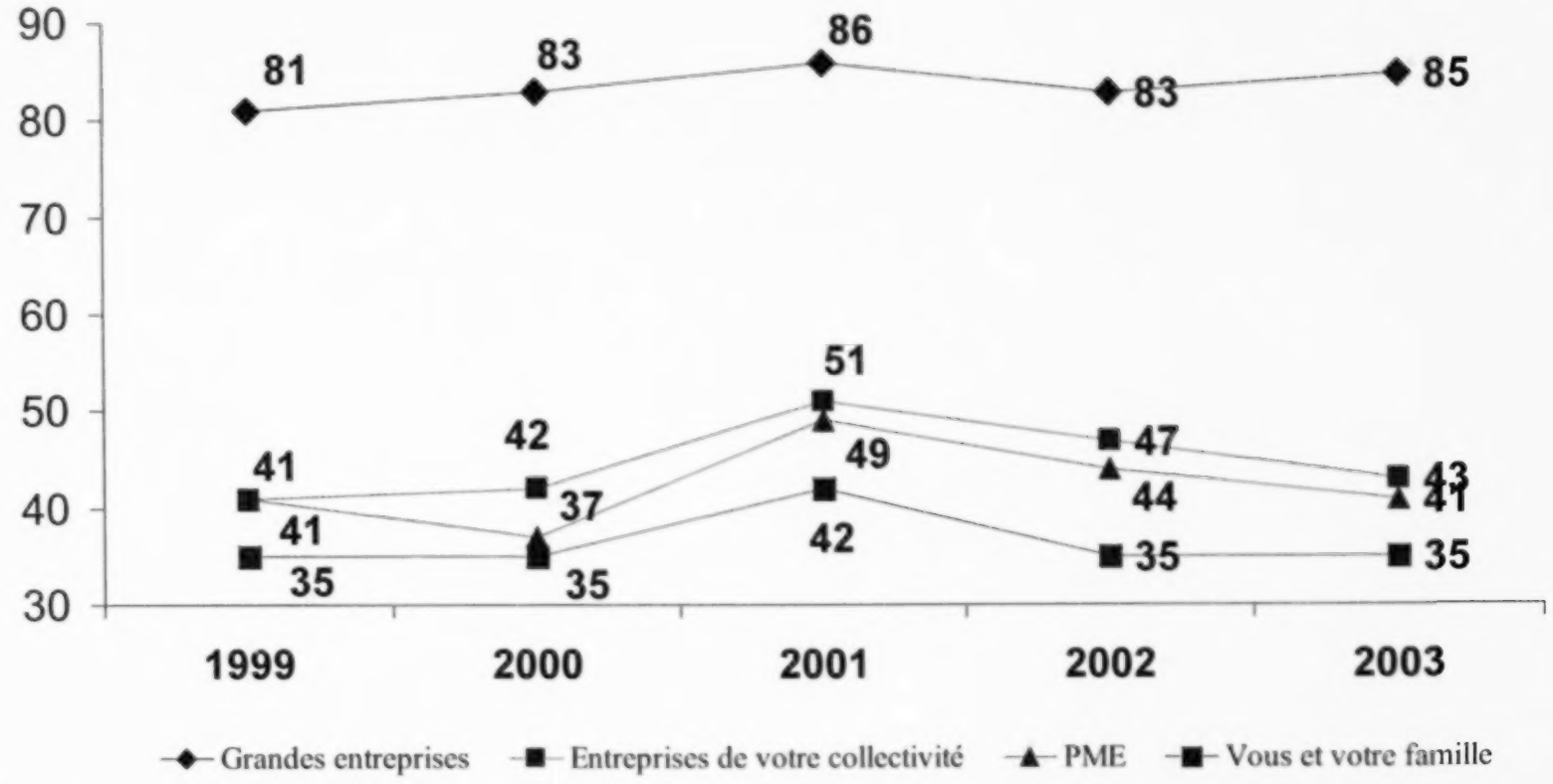
Q. Au cours des 10 dernières années, diriez-vous que la contribution du commerce international à l'économie du Canada a pris moins d'importance, plus d'importance ou est demeurée la même?



{Base: Ensemble des répondants, n=1,211}

SUIVI DES AVANTAGES DU COMMERCE TELS QUE PERÇUS

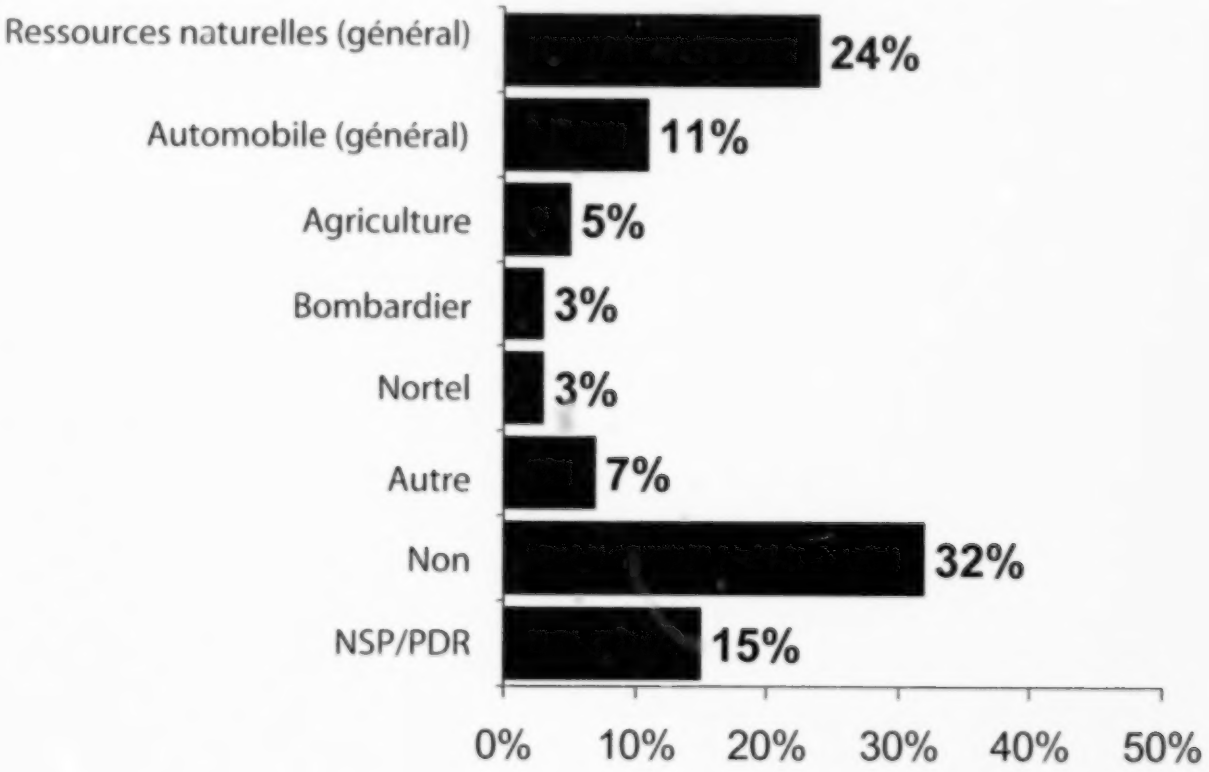
Q. Selon vous, dans quelle mesure le commerce international est-il avantageux pour chacun des suivants?



{Base: Ayant répondu "dans une grande mesure"}

LES AVANTAGES LOCAUX DU COMMERCE

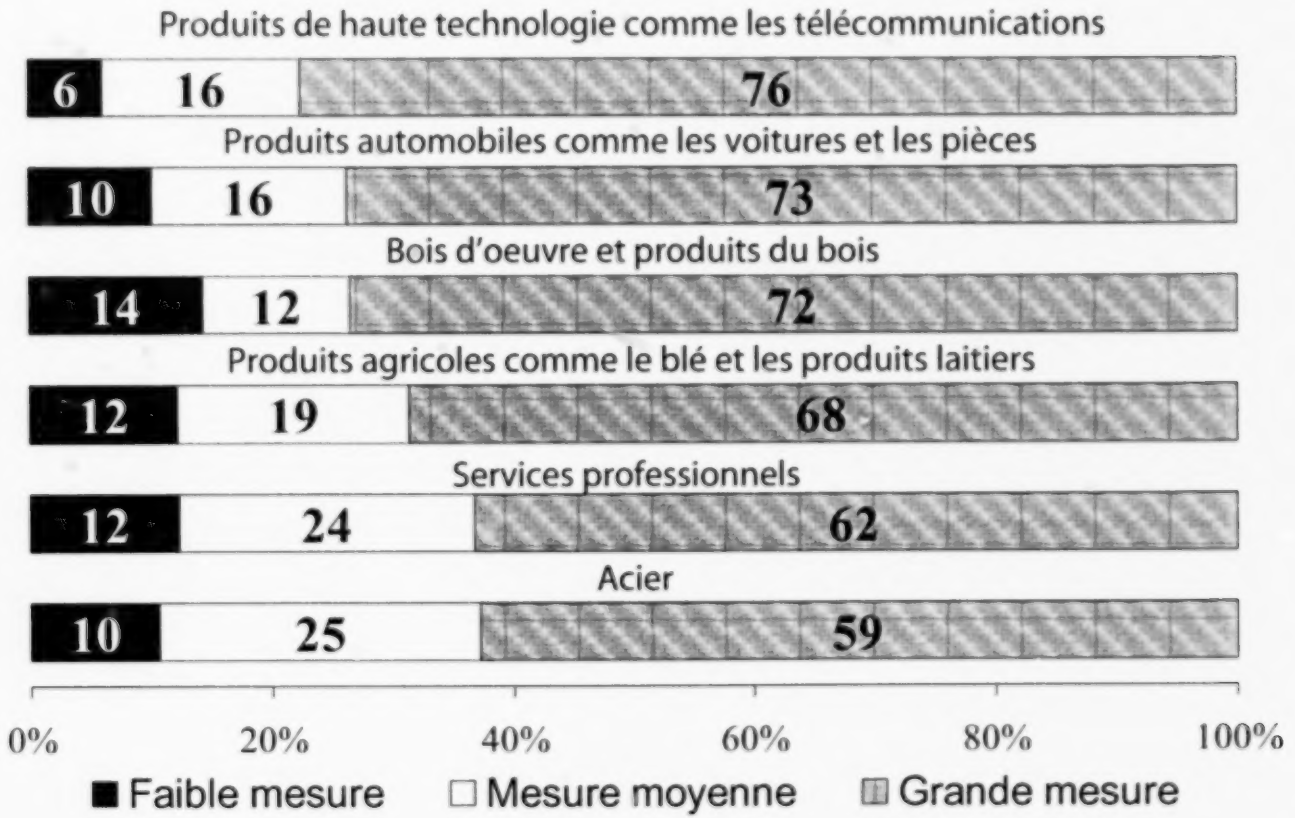
Q. Pouvez-vous nommer des entreprises de votre collectivité qui tirent avantage du commerce international?



{Base: Ensemble des répondants, n=1,211}

LES AVANTAGES SECTORIELS DU COMMERCE

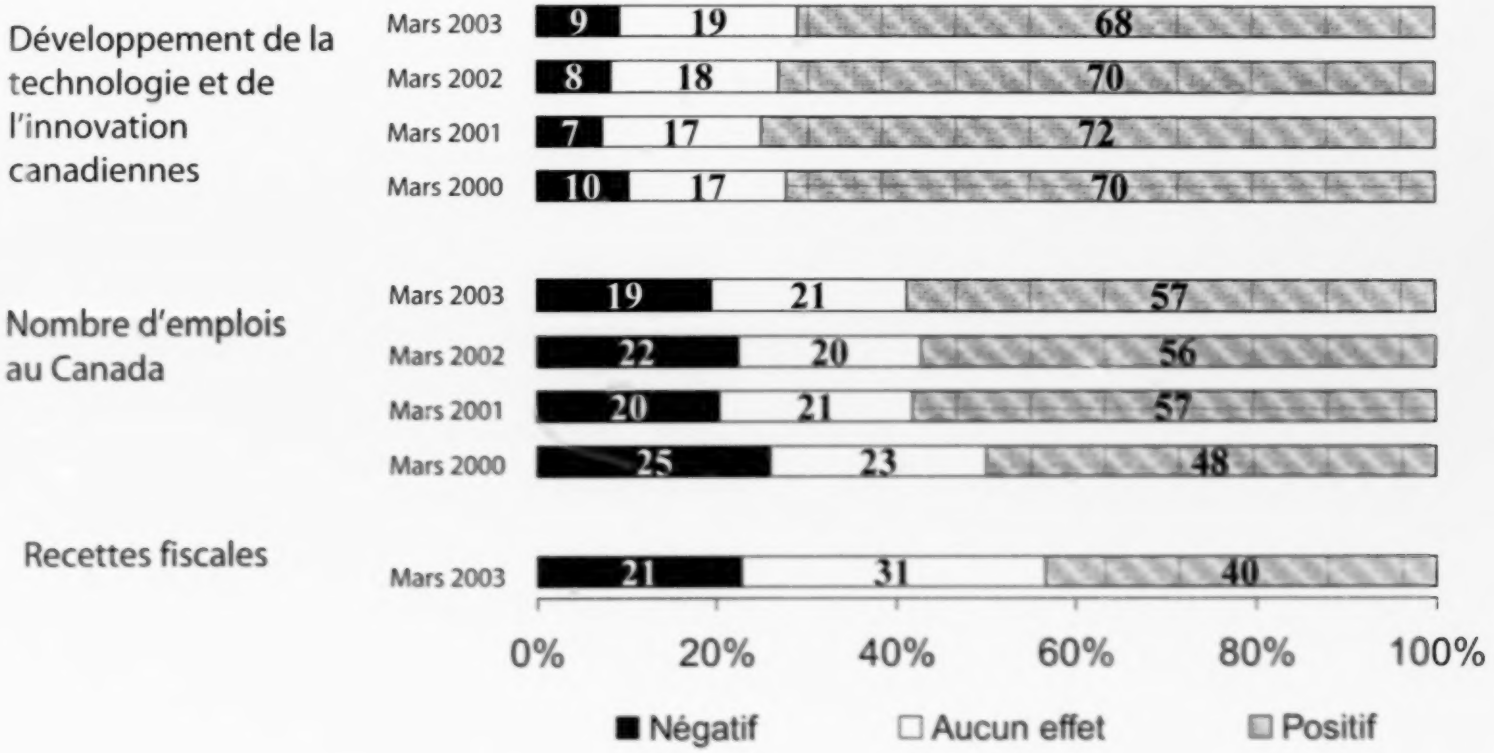
Q. Selon vous, dans quelle mesure le commerce international est-il avantageux pour chacun des suivants?



{Base: Ensemble des répondants, n=1,211}

EFFETS DU COMMERCE

Q. Quel est selon vous l'effet du commerce international sur chacun des suivants?

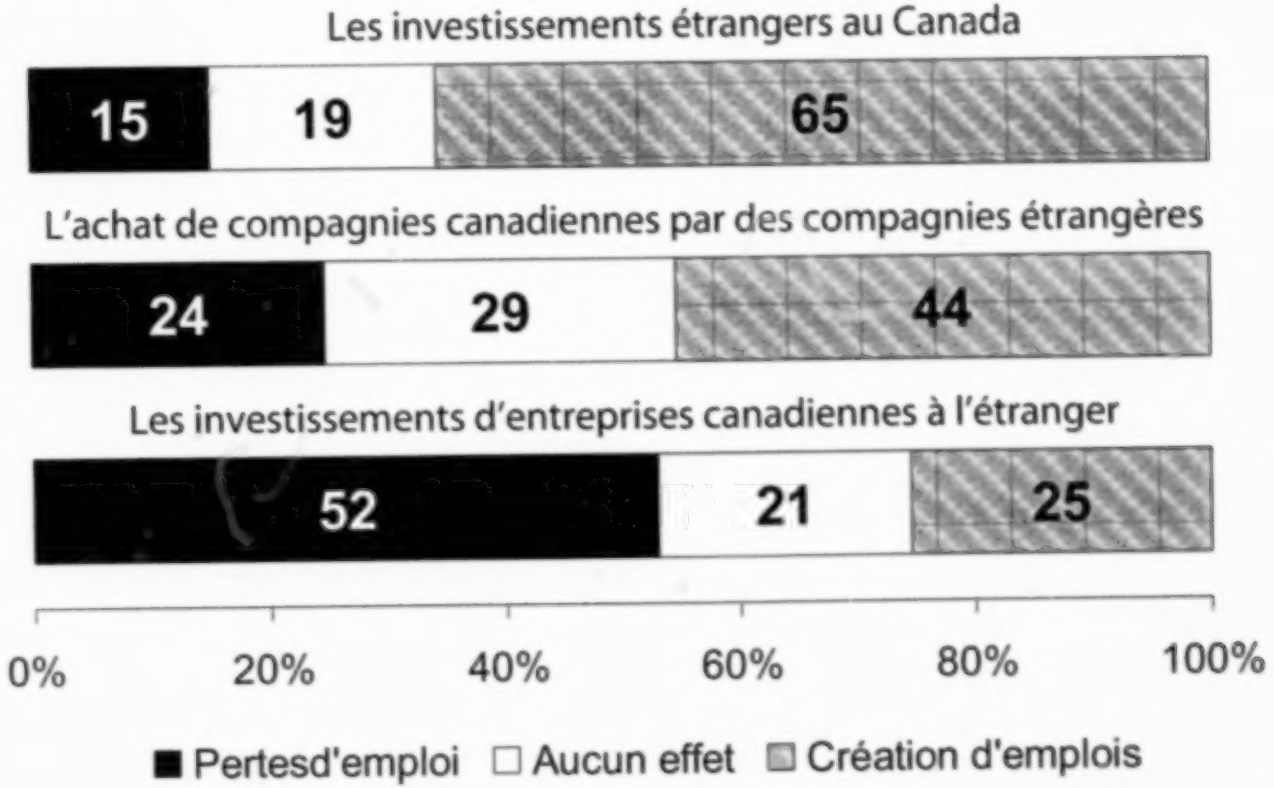

Développement de la technologie et de l'innovation canadiennes
Mars 2003 9 19 68
Mars 2002 8 18 70
Mars 2001 7 17 72
Mars 2000 10 17 70
Nombre d'emplois au Canada
Mars 2003 19 21 57
Mars 2002 22 20 56
Mars 2001 20 21 57
Mars 2000 25 23 48
Recettes fiscales
Mars 2003 21 31 40
0% 20% 40% 60% 80% 100%
Négatif
Aucun effet
Positif

{Base: Ensemble des répondants, n=1,211}

Sondage sur le commerce international 2003

INVESTISSEMENT ET EMPLOI

Q. Dites-moi s'il vous plaît quel est l'effet des suivants sur l'emploi au Canada.

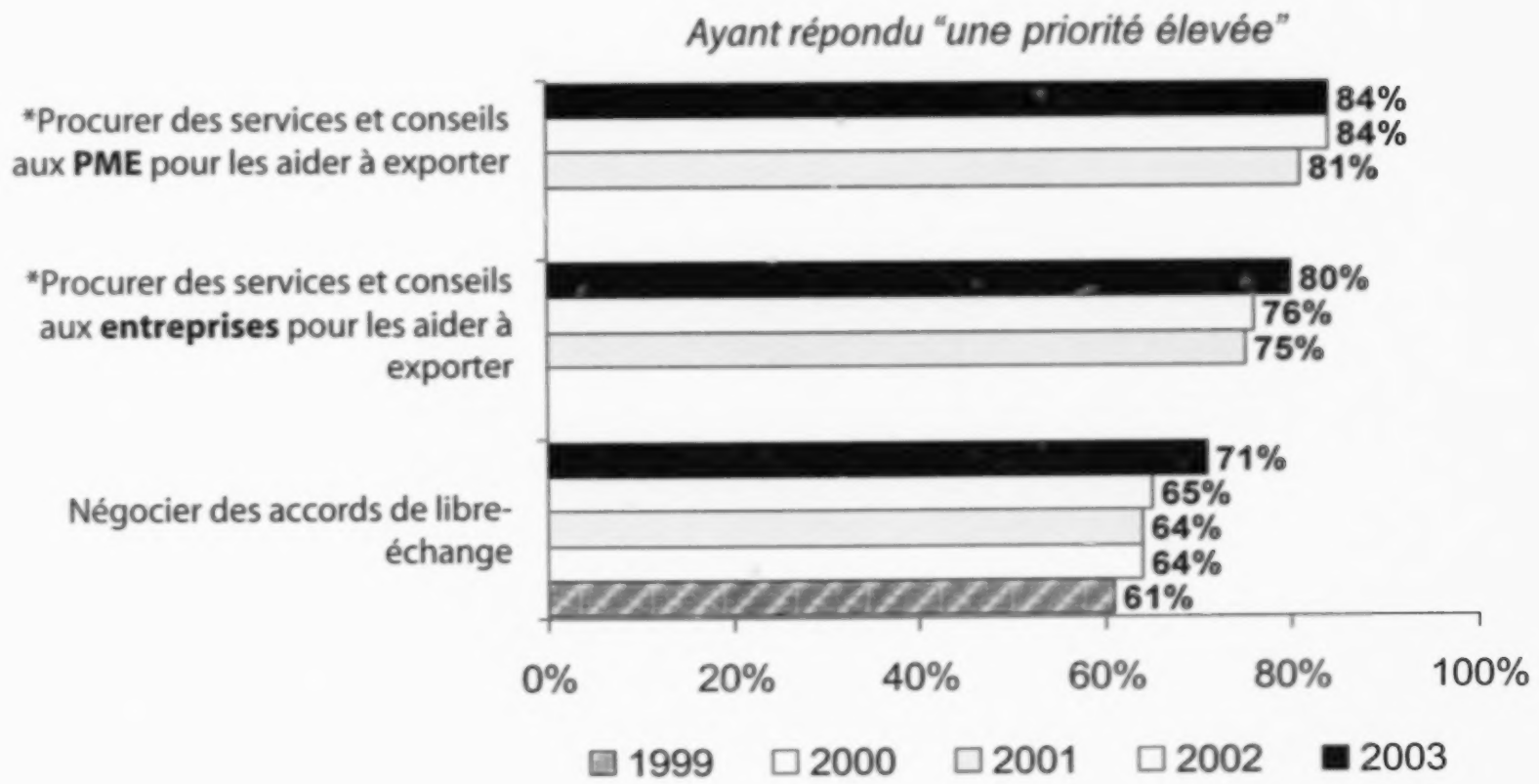


{Base: Ensemble des répondants, n=1,211}

3. Le rôle du gouvernement

PRIORITÉS EN MATIÈRE DE COMMERCE

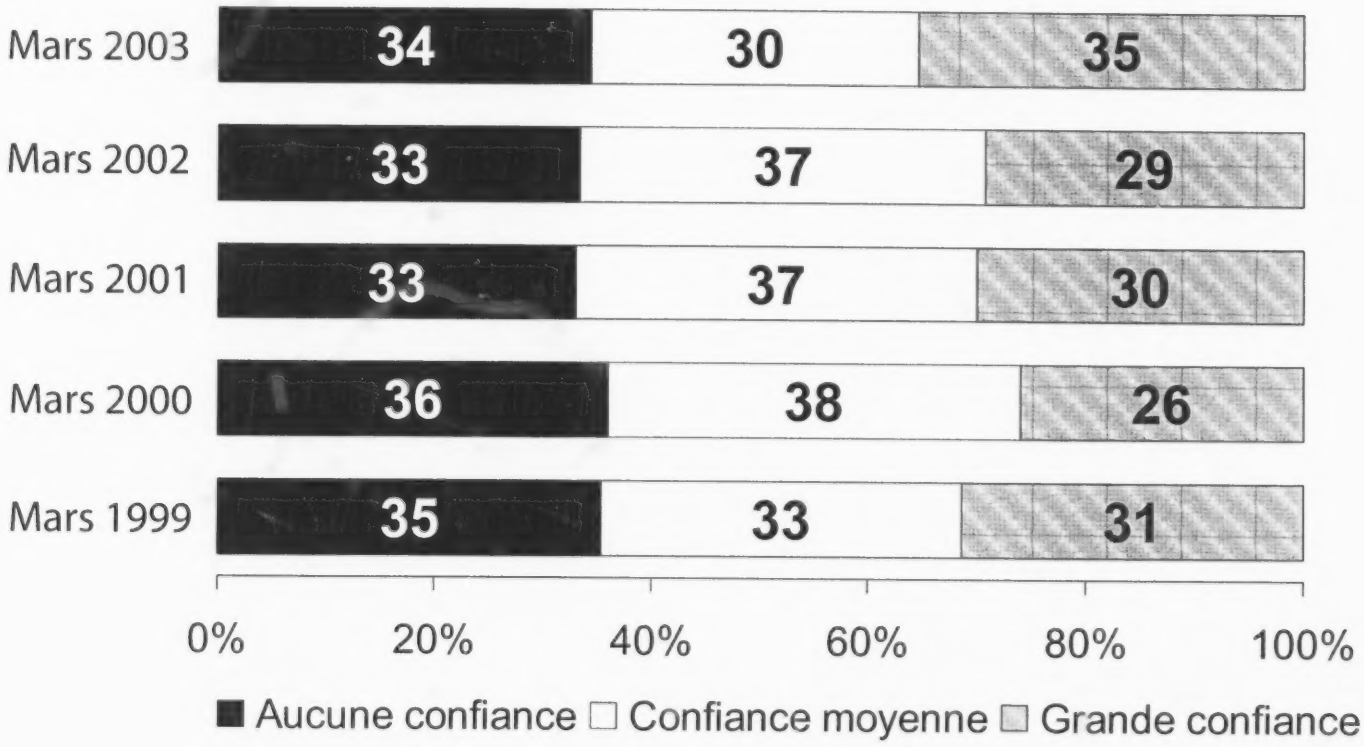
Q. Selon vous, quelle priorité le gouvernement du Canada devrait-il accorder à chacune des mesures suivantes?



{Base: Ensemble des répondants, n=1,211; * = Half sample}

LE GOUVERNEMENT, GARDIEN DES INTÉRÊTS CANADIENS

Q. Quelle sorte de confiance avez-vous dans l'aptitude du gouvernement du Canada à rechercher les intérêts supérieurs des Canadiens lorsqu'il négocie des ententes commerciales avec d'autres pays?

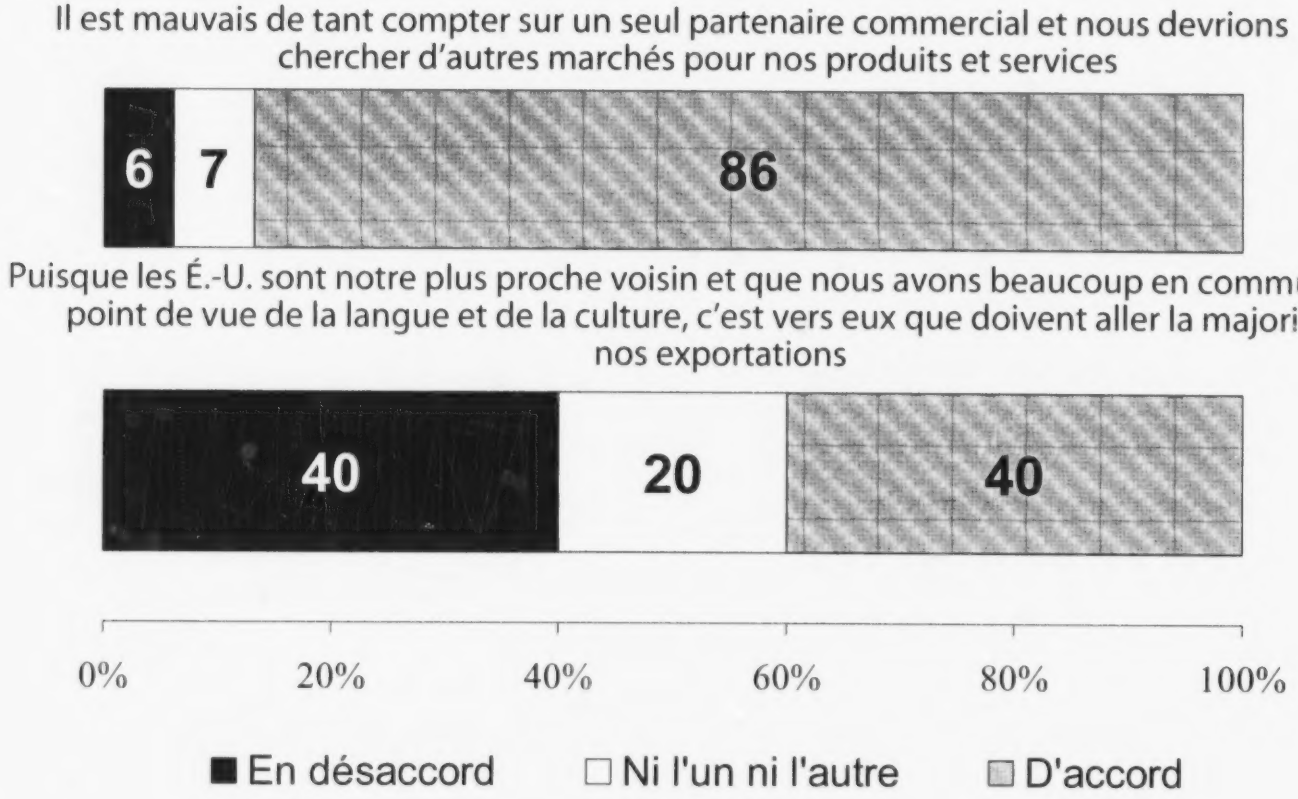


{Base: Ensemble des répondants, n=1,211}

4. Les relations canado-américaines

DÉPENDANCE COMMERCIALE À L'ÉGARD DES ÉTATS-UNIS

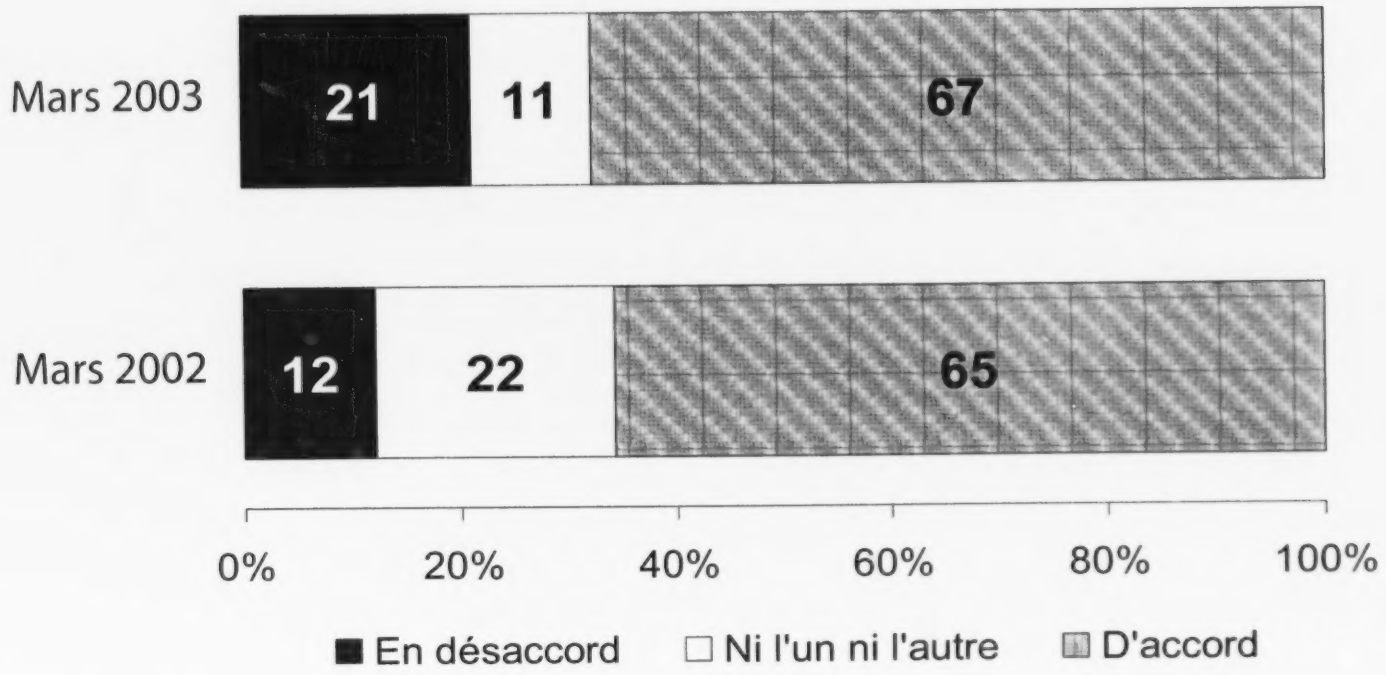
Q. Veuillez me dire dans quelle mesure vous êtes d'accord avec les énoncés suivants


Il est mauvais de tant compter sur un seul partenaire commercial et nous devrions chercher d'autres marchés pour nos produits et services
6
7
86
Puisque les É.-U. sont notre plus proche voisin et que nous avons beaucoup en commun du point de vue de la langue et de la culture, c'est vers eux que doivent aller la majorité de nos exportations
40
20
40
0%
20%
40%
60%
80%
100%
En désaccord
Ni l'un ni l'autre
D'accord

{Base: Ensemble des répondants, n=1,211}

DOMINATION DES É.-U. LORS DES DIFFÉRENDS COMMERCIAUX?

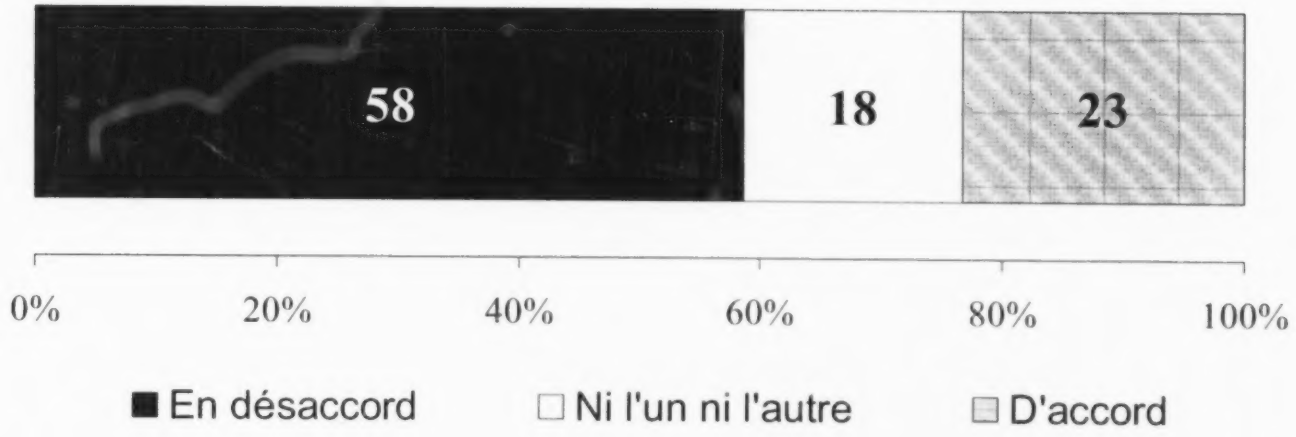
Q. Étant si vastes et si puissants, il est inévitable que les É.-U. l'emportent sur le Canada dans les accords commerciaux et le règlement des différends.



{Base: Ensemble des répondants, n=1,211}

PERCEPTION DE L'ÉGALITÉ DANS LES ACCORDS COMMERCIAUX

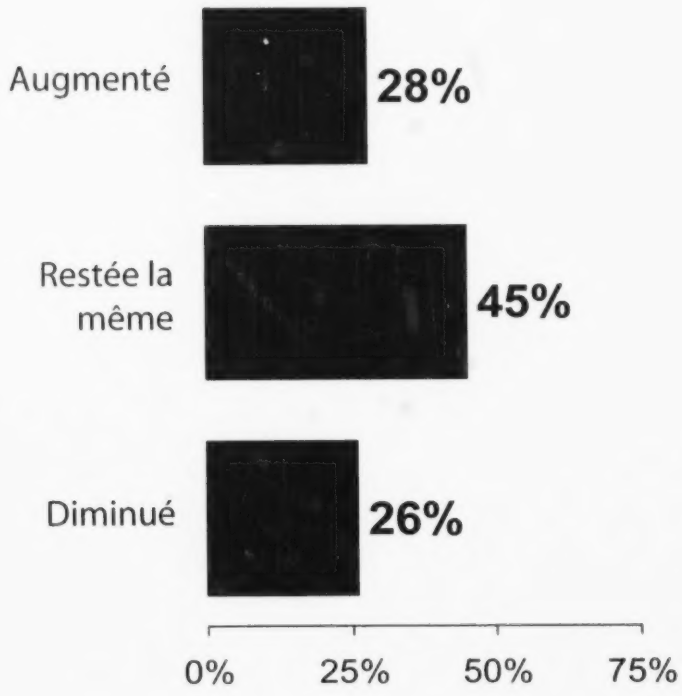
Q. Étant donné que les accords commerciaux sont fondés sur des règles établies, le Canada est sur un pied d'égalité avec les États-Unis en matière de commerce et de règlement des différends.



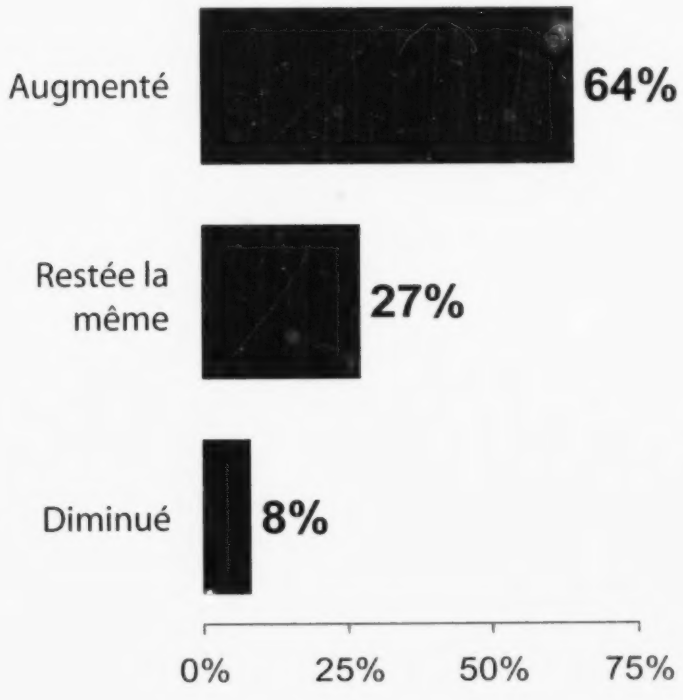
{Base: Ensemble des répondants, n=1,211}

INFLUENCE ÉCONOMIQUE

Q. Depuis environ 10 ans diriez-vous que l'influence économique du Canada aux États-Unis a augmenté, qu'elle a diminué ou qu'elle est restée la même?



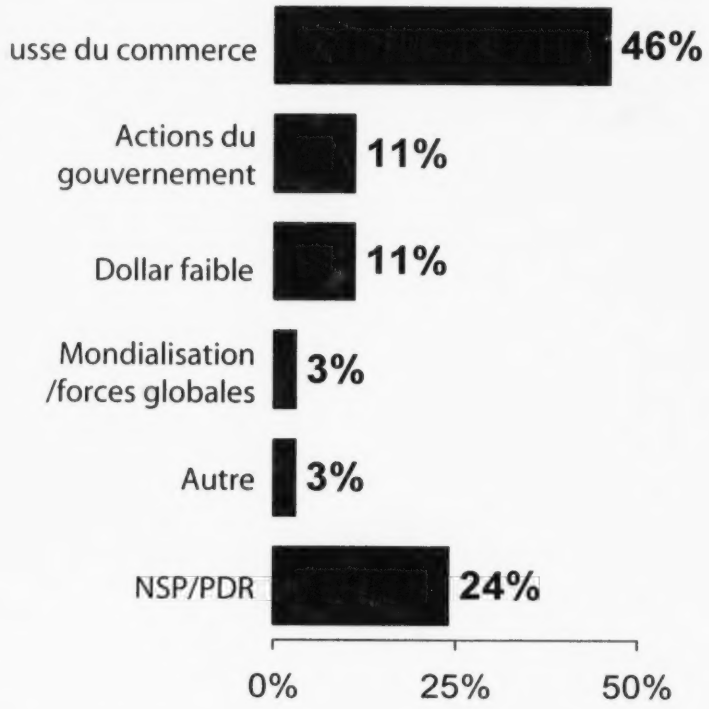
Q. Qu'en est-il de l'influence économique des États-Unis au Canada? Pensez-vous qu'elle a augmenté, qu'elle a diminué ou qu'elle est restée la même?



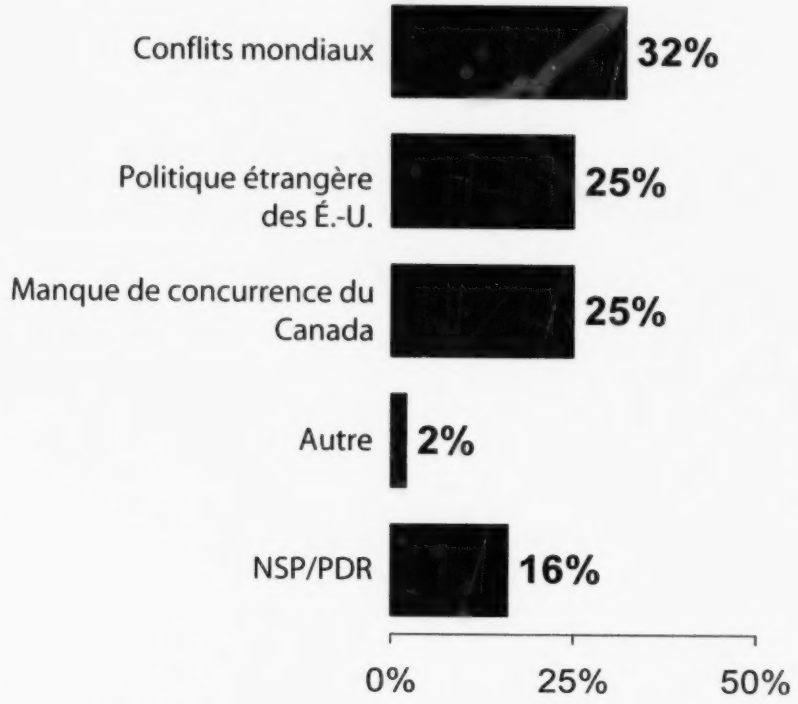
{Base: Ensemble des répondants, n=1,211}

INFLUENCE DU CANADA

Q. Quelle est selon vous la principale raison pour laquelle l'influence du Canada a augmenté?



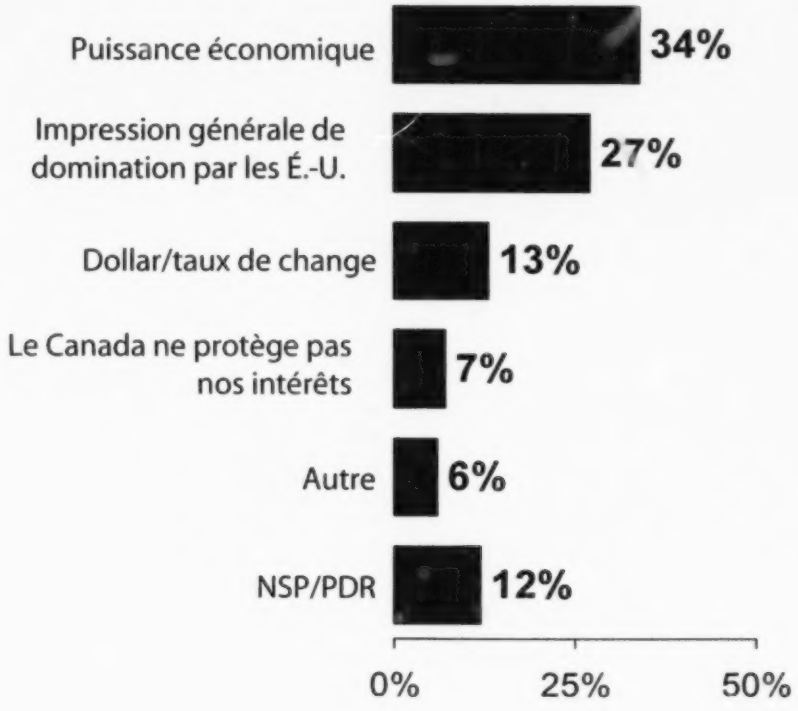
Q. Quelle est selon vous la principale raison pour laquelle l'influence du Canada a diminué?



{Base: Ayant répondu "Augmenté", n=338; ayant répondu "Diminué", n=315}

INFLUENCE DES ÉTATS-UNIS

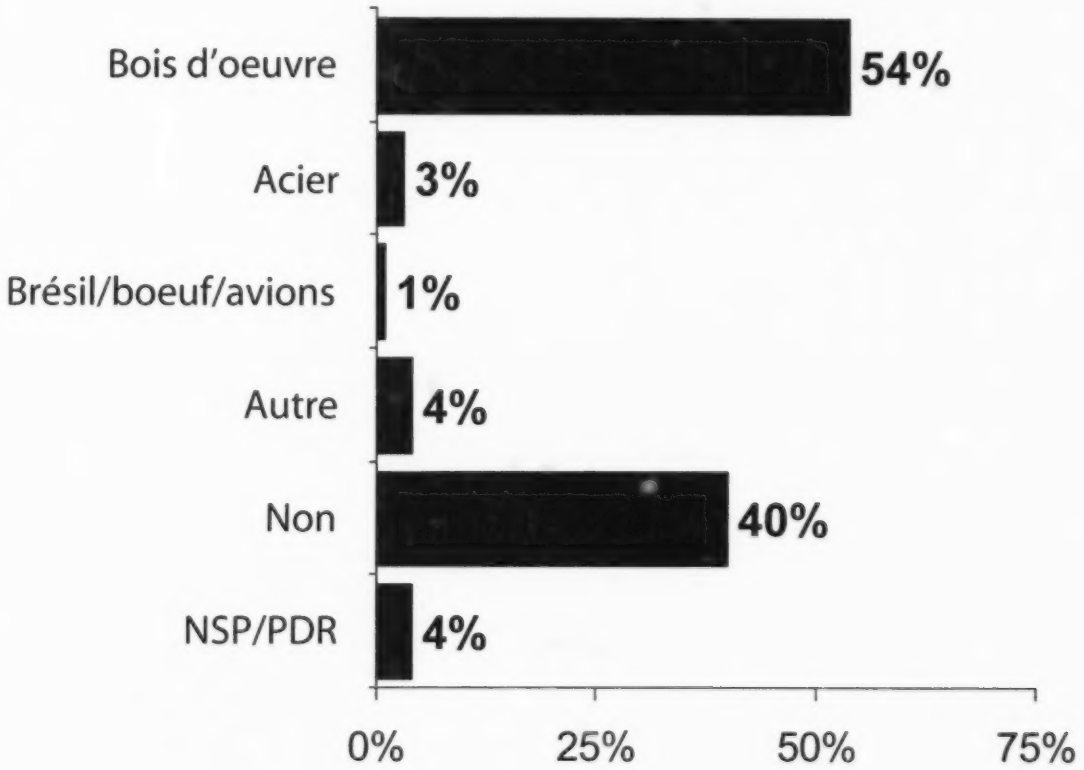
Q. Quelle est selon vous la principale raison pour laquelle l'influence des États-Unis a augmenté?



{Base: Ayant répondu "Augmenté", n=1,211}

CONSCIENCE DES DIFFÉRENDS COMMERCIAUX

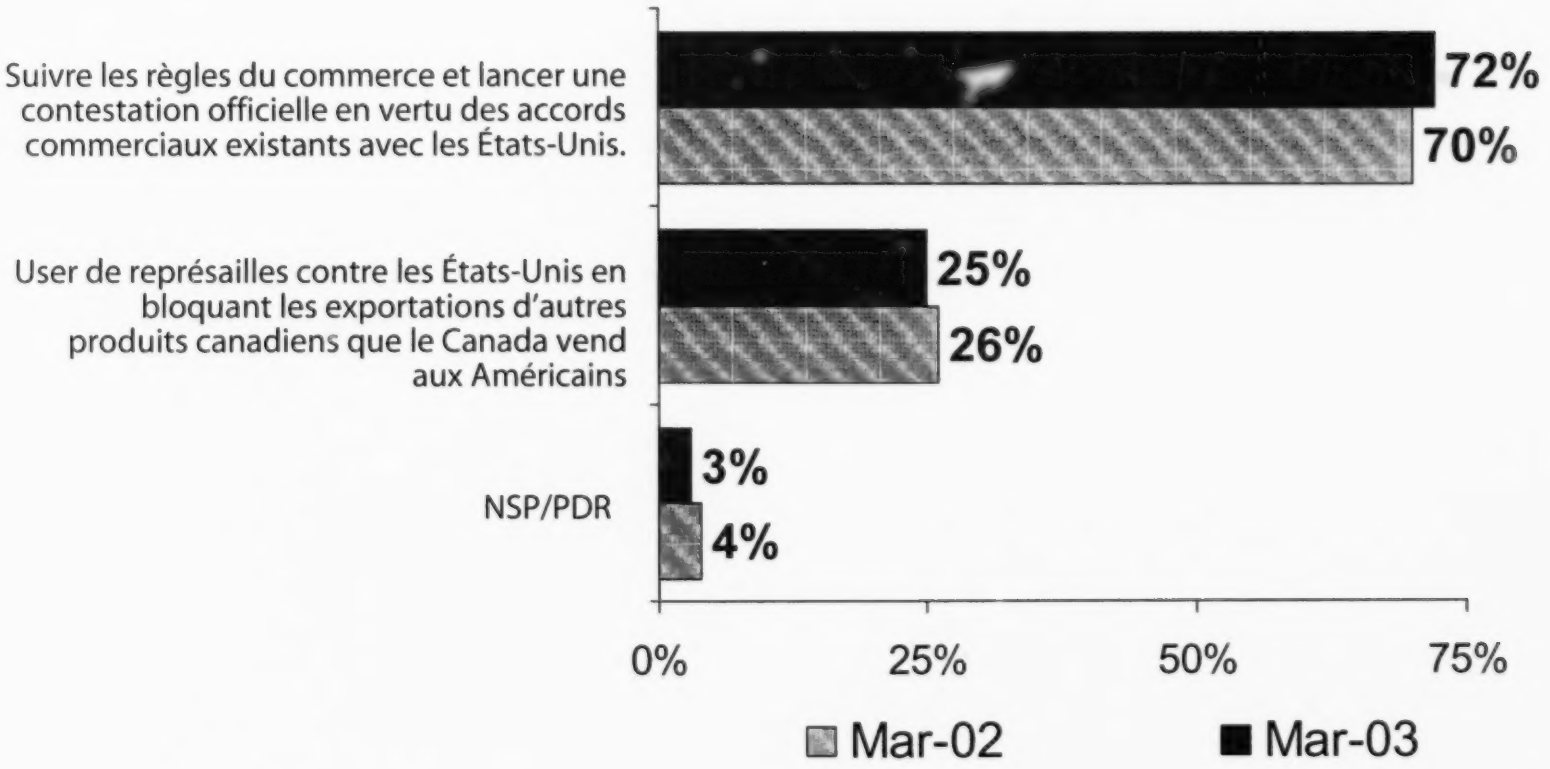
Q. Avez-vous lu ou entendu quoi que ce soit ces derniers mois au sujet de différends commerciaux? [Si oui] Qu'est-ce que vous vous rappelez?



{Base: Ensemble des répondants, n=1,117}

RÉACTION PRÉFÉRÉE DANS LE CONFLIT DU BOIS D'OEUVRE

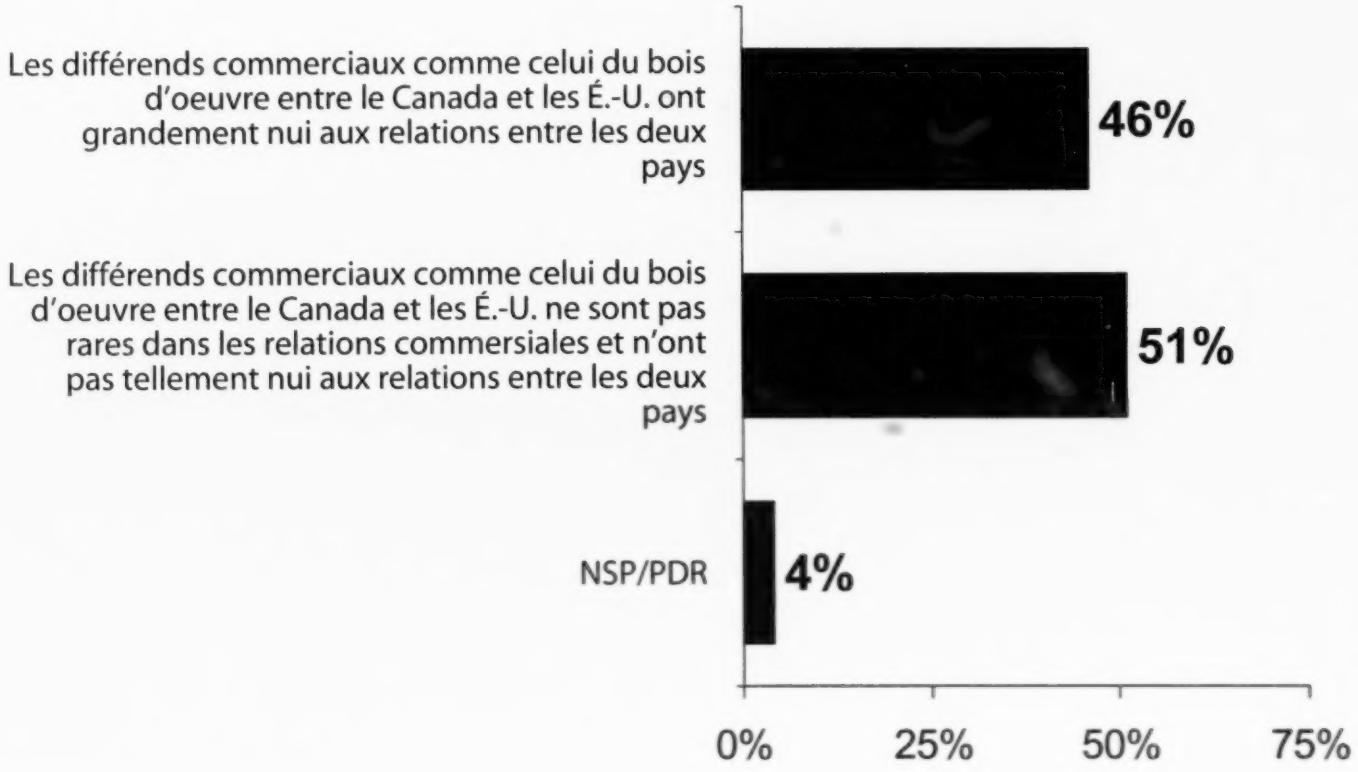
Q. Il existe un différend entre le Canada et les États-Unis à propos du bois d'oeuvre. Pensez-vous que le Canada devrait…?



{Base: Ensemble des répondants, n=1,211}

EFFET DU DIFFÉREND SUR LE BOIS D'OEUVRE

Q. Lequel des énoncés suivants se RAPPROCHE LE PLUS de votre opinion personnelle?

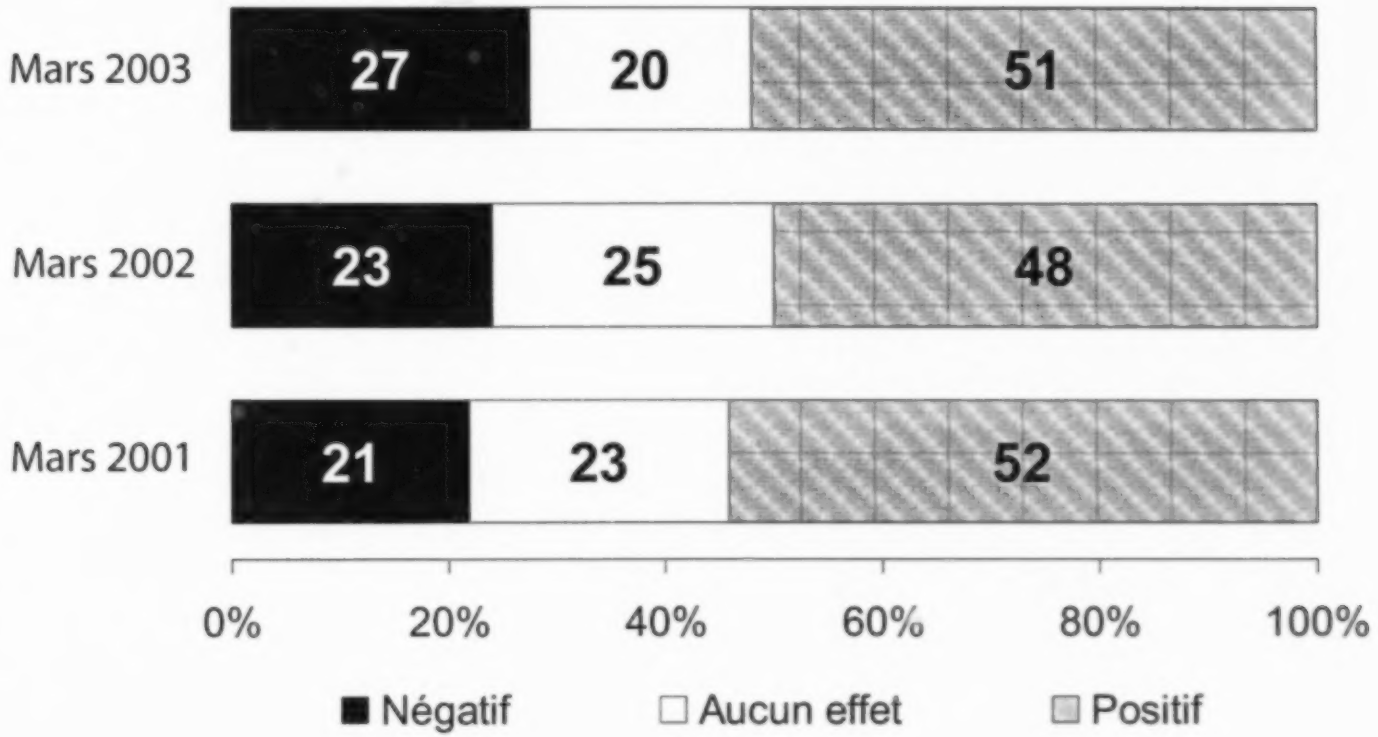

Les différends commerciaux comme celui du bois d'oeuvre entre le Canada et les É.-U. ont grandement nui aux relations entre les deux pays
46%
Les différends commerciaux comme celui du bois d'oeuvre entre le Canada et les É.-U. ne sont pas rares dans les relations commersiales et n'ont pas tellement nui aux relations entre les deux pays
51%
NSP/PDR
4%
0%
25%
50%
75%

{Base: Ensemble des répondants, n=1,211}

5. Les pays en développement

LE COMMERCE ET LES PAYS EN DÉVELOPPEMENT

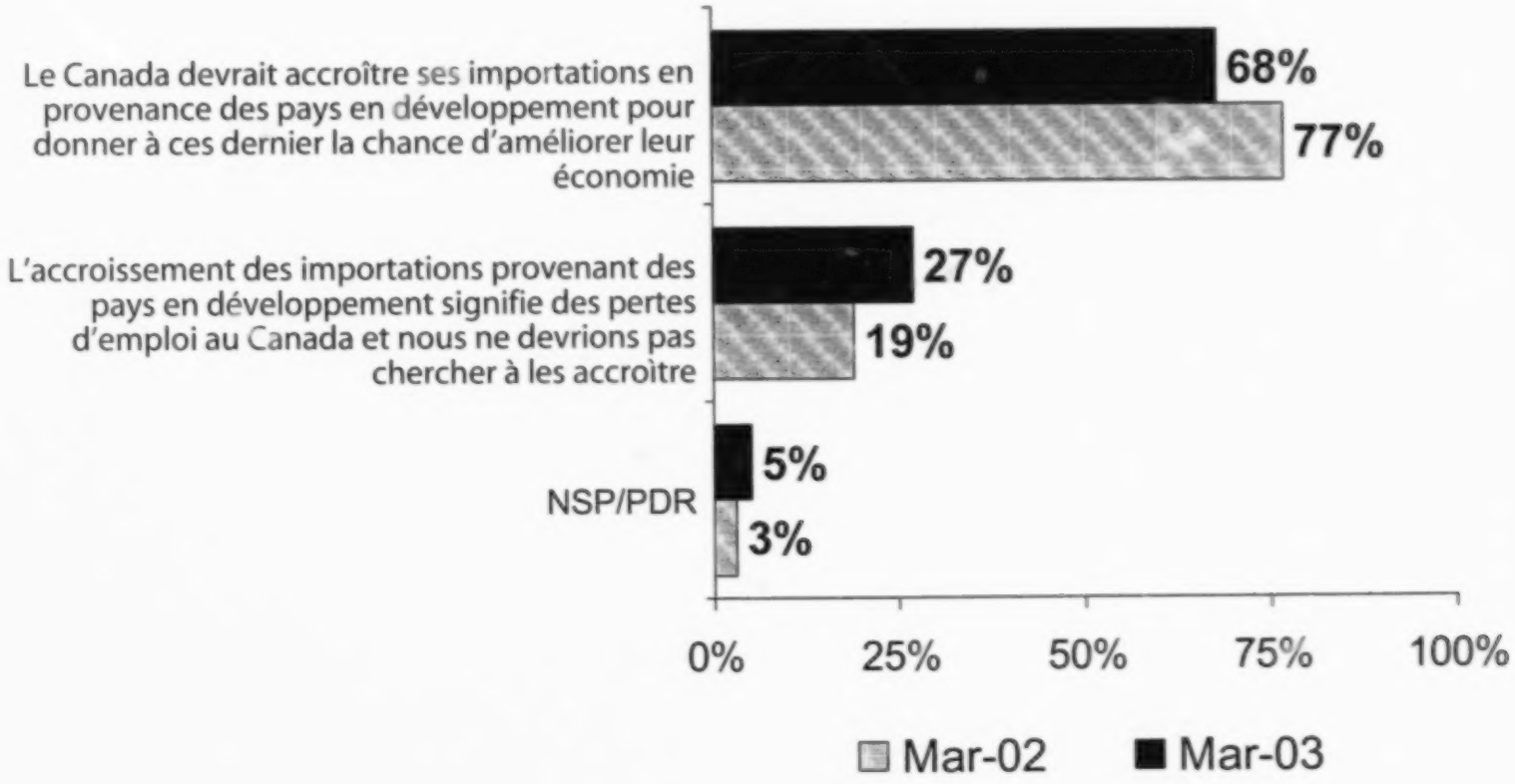
Q. Quelle sorte d'effet le commerce international a-t-il sur les pays en développement?



{Base: Ensemble des répondants, n=1,211}

EFFET DE LA HAUSSE DES IMPORTATIONS

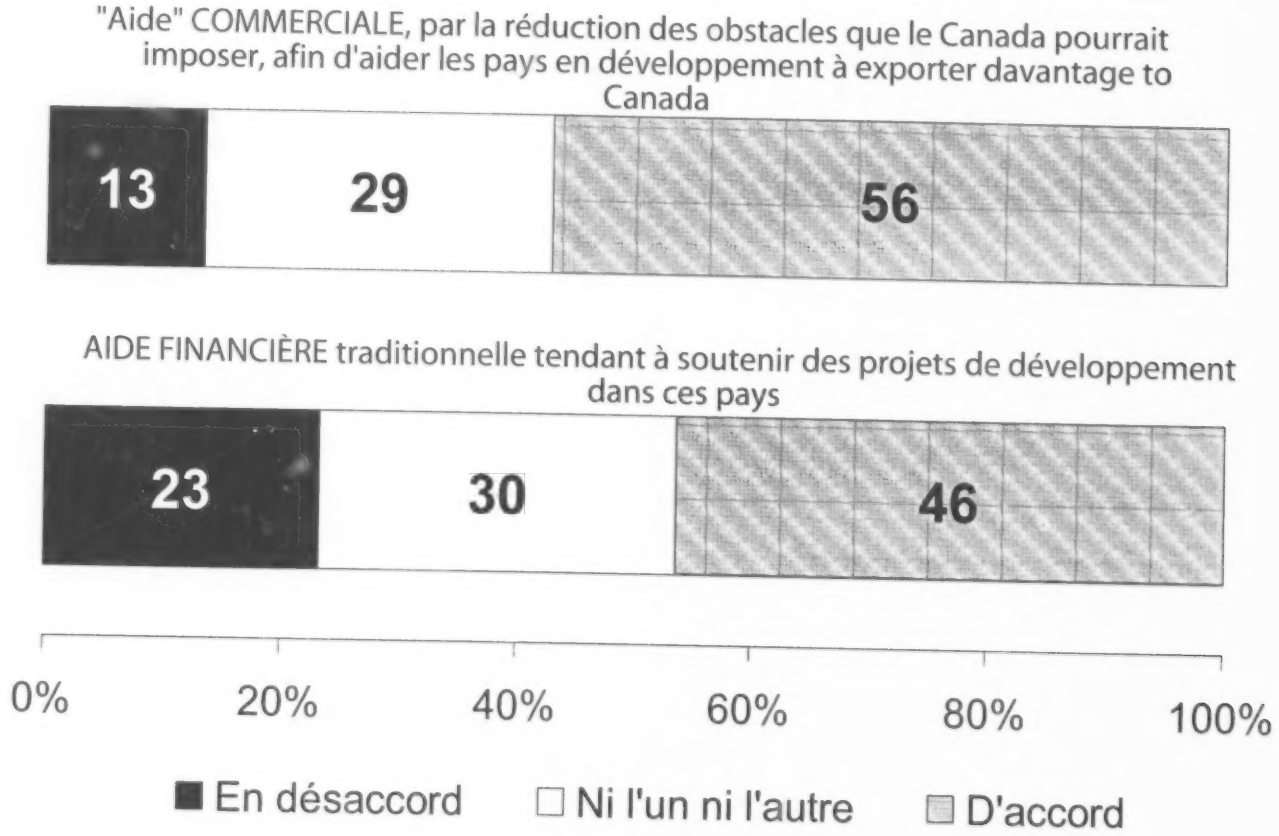
Q. Lequel des énoncés suivants se rapproche le plus de votre point de vue?



{Base: Ensemble des répondants, n=1,211}

APPROCHE EN VUE D'AIDER LES PAYS EN DÉVELOPPEMENT

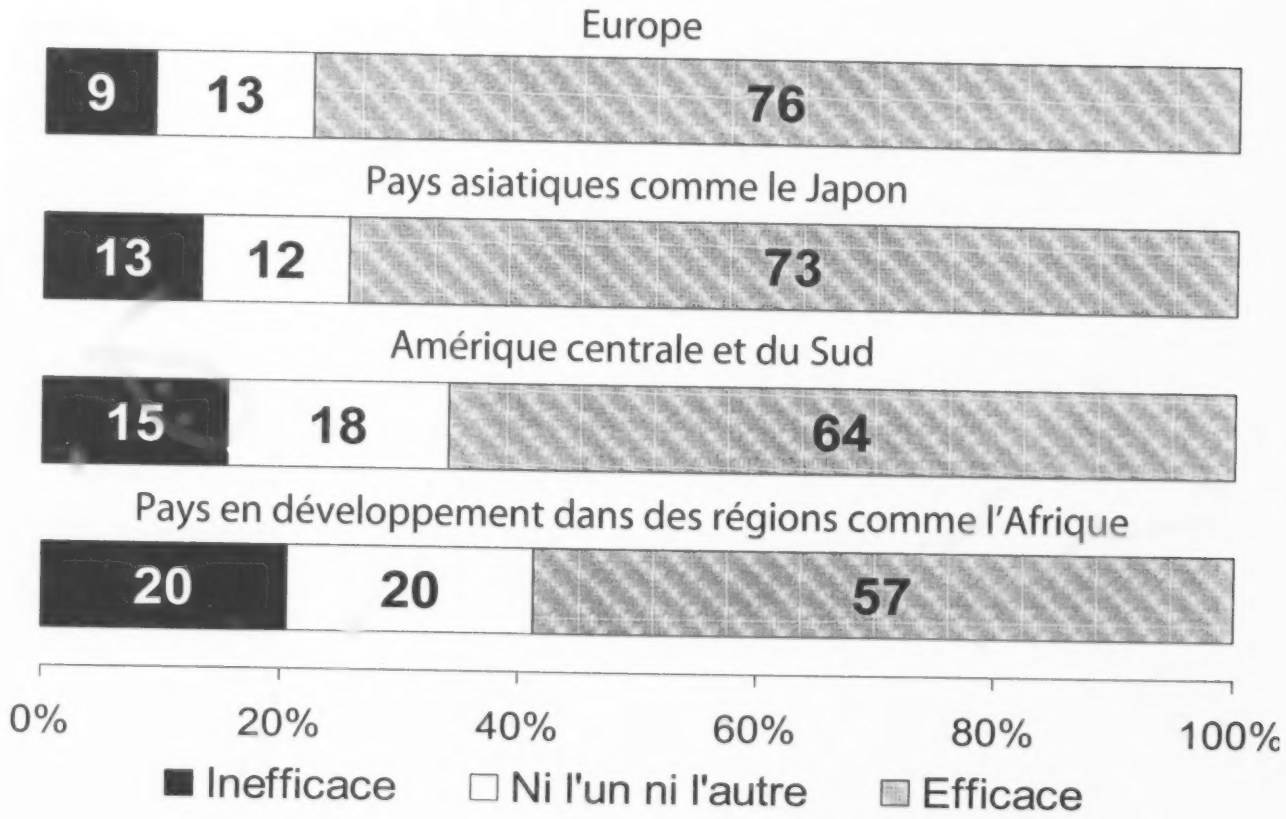
Q. Afin d'aider les pays en développement, quelle est l'efficacité des moyens suivants?



{Base: Ensemble des répondants, n=1,211}

ACCORDS DE LIBRE-ÉCHANGE

Q. Dites-moi s'il vous plaît si vous êtes d'accord ou non que le libre-échange devrait exister entre le Canada et chacune des parties du monde suivantes.

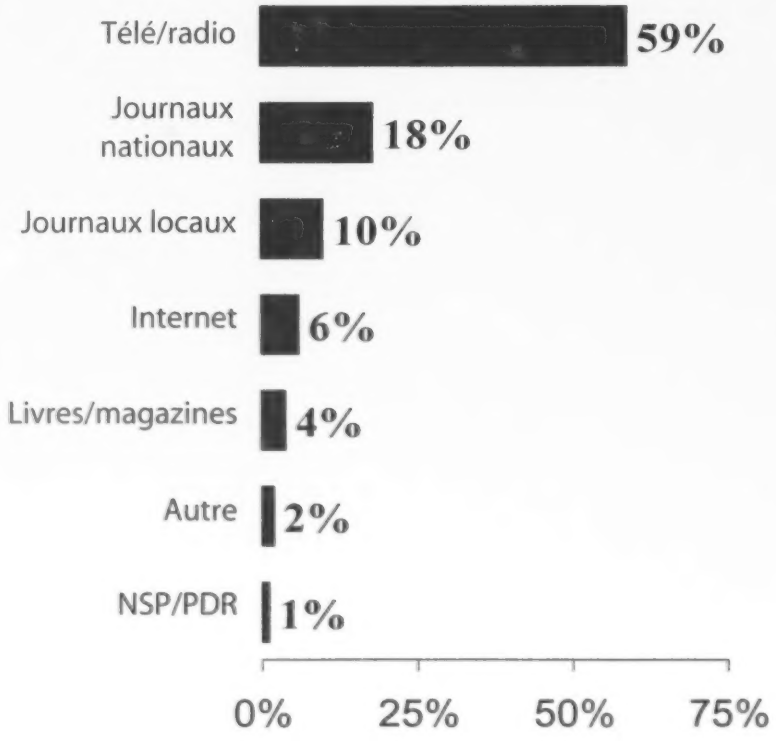


{Base: Ensemble des répondants, n=1,211}

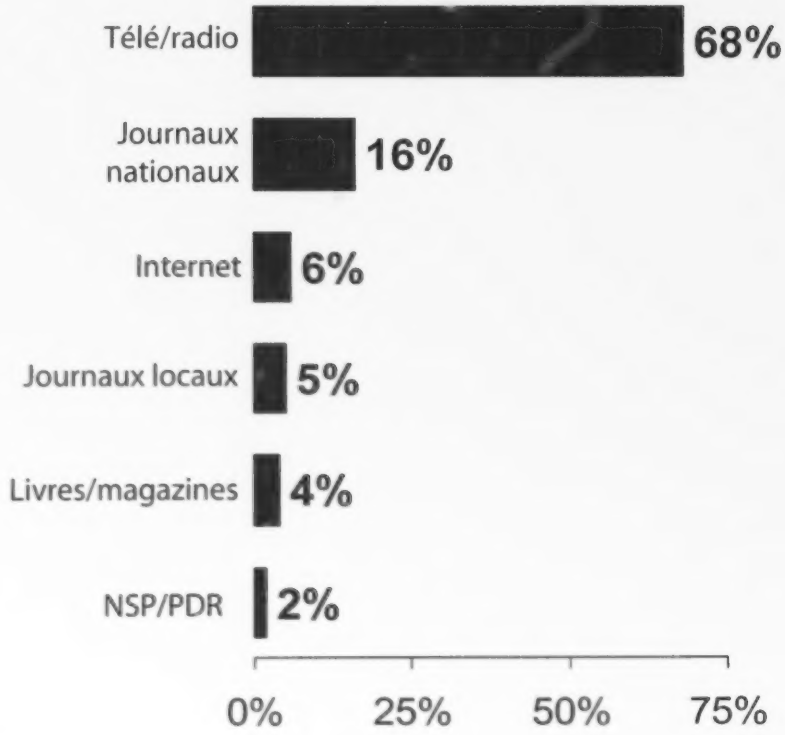
6. La consommation médiatique

CONSOMMATION DE NOUVELLES

Q. Quelle est votre PLUS GRANDE source d'information sur des questions comme le commerce international, l'économie et l'actualité mondiale?



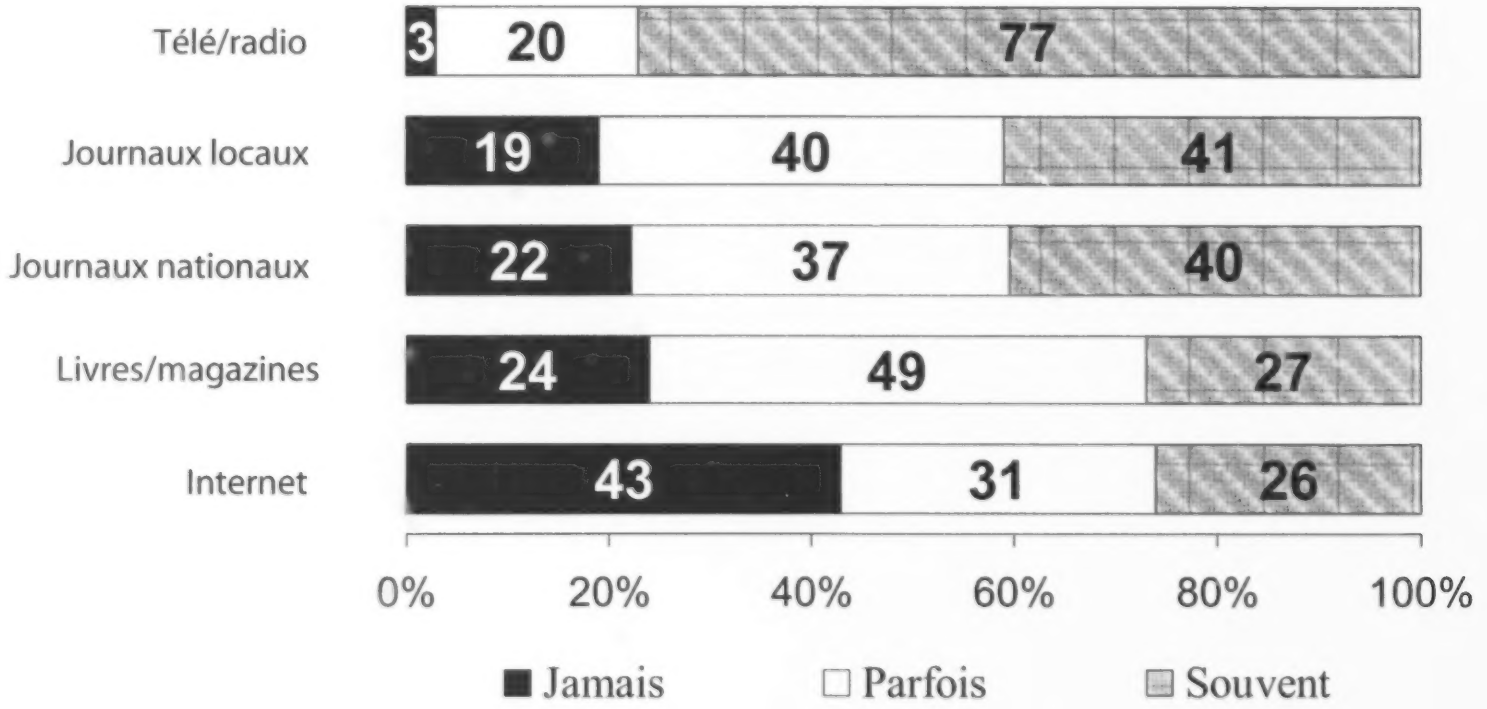
Q. Quelle est selon vous la source la plus influente (sur des questions comme le commerce international)?



{Base: Ensemble des répondants, n=1,211}

CONSOMMATION DE NOUVELLES

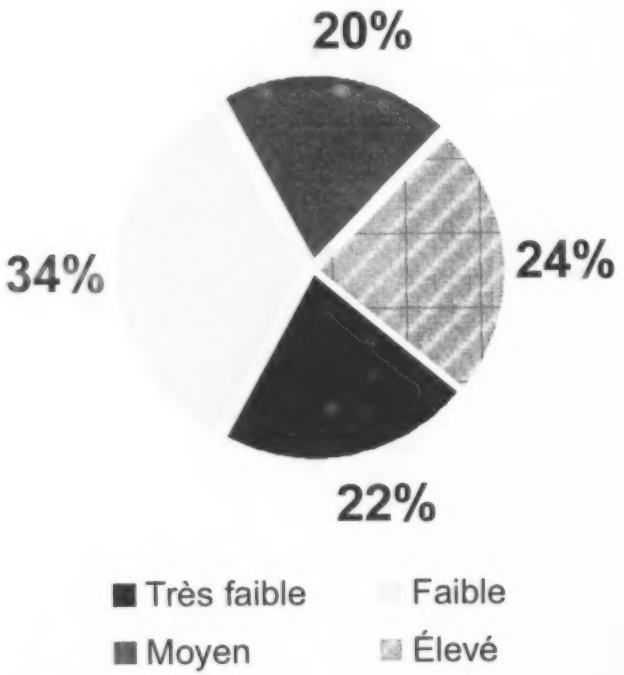
Q. Pour vous informer au sujet du commerce international, à quelle fréquence utilisez-vous les suivants…?



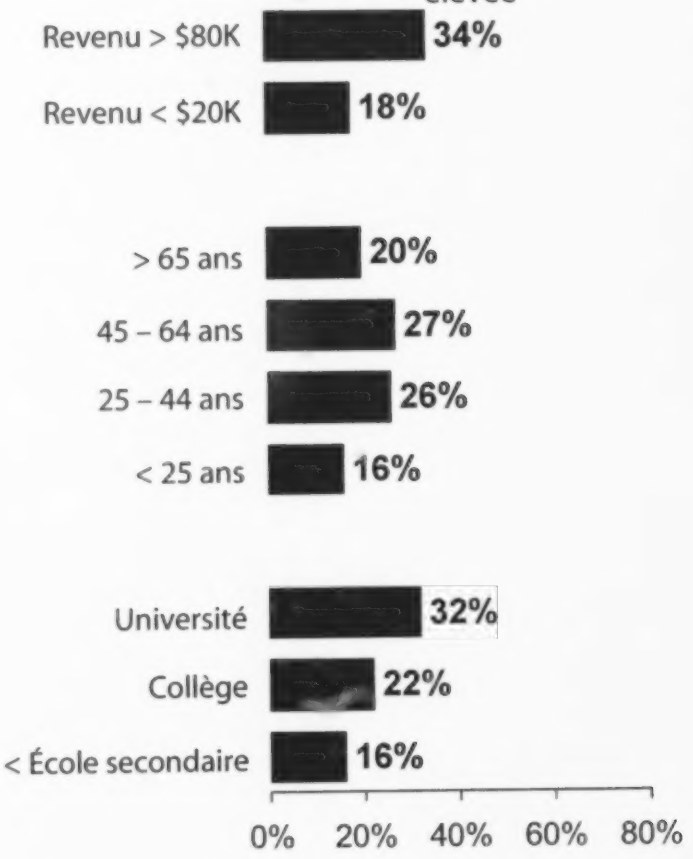
{Base: Ensemble des répondants, n=1,211}

LA CONSOMMATION MÉDIATIQUE—RÉSUMÉ DE L'INDICE

Résumé de l'indice provenant des indicateurs de la consommation médiatique



Variables démographiques—Consommation médiatique "élevée"



Sondage sur le commerce international 2003

Effectué pour le ministère des Affaires étrangères et du Commerce international